

CALIFORNIA
STATE LIBRARY



0 2007 0685197 5
California State Library

U 2455

Aug. - Dec.
1930/36

80784 7-58 5M SPO

c 396.05
B97

BU 2455

Aug. - Dec.
1930/36

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, August 1, 1930

Number One

THE BUSINESS AND
PROFESSIONAL
WOMEN

will enjoy

Remar Cake

WHICH, WE ASSURE
THEM, IS THE
FINEST
CAKE
THEY EVER BOUGHT

Try One Today

Golden Sheaf Remar Co.



COOLEY & PARKER
PRINTERS

907 Franklin Street, Oakland

Phone GLen. 6513

CALENDAR FOR AUGUST, 1930 LUNCHEON

Thursday, August 7th, 12:15 P. M.

Speaker: Florence Drake LeRoy

Subject: "A Musical Education and What It Means"

DINNER

Thursday, August 14th, 6:15 P. M.

Program arranged by Team No. 3,
Hermine Kruger, Chairman

Second Evening in Series of Review of Modern Literature

Norton J. Morgan—Modern Biographies

Mrs. L. Mitcheltree—Recent Fiction

Josephine Swan White—Poetry

Ada Porter—Current Events

ROUND TABLE LUNCHEON

Thursday, August 21st, 12:15 P. M.

Speaker: Clara McKenney

Subject: Vocational Experiences

DINNER — "A NIGHT IN CHINA"

\$1.00 Per Plate

Thursday, August 28th, 6:15 P. M.

Program arranged by Team No. 4,
Georgia Maiden, Chairman

Speaker: Mr. T. Y. Tang, President Chinese
Chamber of Commerce of San Francisco

Place: Pekin Low's Cafe, 7th & Franklin
(upstairs)

American course dinner with several Chinese side dishes

Chinese dance by pupils of Alice Zwilling in costume

Chinese soloist and other features

Members wear your Chinese costumes

BUSINESS WOMENS HERALD

Official Publication of the
**BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.**

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

President.....Teresina Morgan
Vice-President.....Isabel Dingwall
Secretary.....Edna Stanger
Cor. Secty.....Anne Kennedy
Auditor.....Jessie Frost
Treasurer.....Aino Malinen

Jennie E. Reld
Executive Secretary

1608 Webster St. HOLIDAY 6642

DIRECTORS

Faye Otis Buckley
Clara McKenney
Claudine Detoy
Mary Barmby
Josephine Holly
Karen Johnson

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Alma Kofoed.....President
Alice Moore.....Advisor

6

REASONS WHY

YOU WILL WANT TO SPEND
YOUR VACATION AND
WEEK-ENDS AT

**White Sulphur Springs
St. Helena, Calif.**

1. Beautiful Scenery.
2. Wonderful Sulphur Baths.
3. Swimming, Hiking, Recreation
4. Delightful Climate.
5. Food—The Best.
6. It's easy to get here.

Write or phone for reservation

FRANCES L. IPSEN
HOSTESS

(Member B. & P. W. C.)

Once again the Juniors greet you and hope you will enjoy this edition of the Herald, which has been edited solely by them, if so then their efforts have been rewarded.

The Junior Club is composed of girls between the ages of 20 to 30, at the latter age the girls are dropped from the Junior rolls and are eligible for membership in the Seniors. The club prepares the younger girl to carry on in the Senior Section and makes for more successful club work and club leaders. The girls are actively engaged in National and State League work. Civic matters are also listed among the club's interests, having representation on both the Community Council and the Public Affairs Committee of the Chamber of Commerce.

Better Business Women for a better Business World is the aim of the Juniors.

A Cordial invitation is extended to all Seniors to attend the Junior meetings.

The Junior Section.

IMPORTANT

Reservations for the dinners and luncheons may be made at the club house any time after August 1. A tentative price has been set with dinners at one dollar and luncheons at seventy-five cents. These prices are subject to change. It is requested that you make your reservations at your earliest convenience.

With so many interesting dinner and luncheon programs scheduled for the month you really can not afford to miss them. Then, too, most of you have not seen each other during the recent club vacation and what a wonderful chance the Thursday meetings will offer to you to get together again. Think what a treat and novelty the Chinese dinner will be. Georgia Maiden, who is chairman and has spent two months planning it, will be so disappointed if you do not attend. Consult the calendar on the first page for full details of the month's program.

HOT SPORTSMANSHIP!

British Sportsman Shot Some of
Best Specimens in N. Y.
Museum Exhibit

—N. Y. Herald-Tribune.

A NIGHT IN CHINA

A large attendance is being urged for the delightful dinner party to be held on August 28, at 6.15, at Pekin Low's Cafe, 7th and Franklin Sts., upstairs. An American course dinner with several Chinese side dishes will be served, the price is \$1.00 per plate. Alice Zwilling's dance pupils will entertain us with a delightful Chinese dance in novel costumes. A number of other interesting and amusing stunts have been planned to make the evening an unusual one. The above program has been arranged by Team No. 4, Georgia Maiden, Chairman. The speaker for the evening will be Mr. T. Y. Tang, president of the Chinese Chamber of Commerce of San Francisco. Members wear your Chinese costumes and bring your friends. Make your reservations early, none taken after August 21.

* * *

SENIORS & JUNIORS

Check & Double Check

Have you moved? Has your telephone number been changed? If so we hope you have notified the club of the new address and phone number. Your negligence in the matter prevents you from receiving notices from the club promptly. Check with the club and see that it has the data correct.

AMONG OURSELVES.

Hermine Kruger is once again answering the call of the school bell. This time she is attending summer session at U. C. and will finish her summer with an abundance of learning.

The Juniors recently donated part of the money from the Scholarship Fund to a vacation for two girls for two weeks at the Campfire Girls' Camp in the Sierras. The two girls are there at present and we hope that they are having the best of good times.

Many do with opportunities as children do at the sea-shore: they fill their little hands with sand, and then let the grains fall through, one by one, till all are gone.—T. Jones.

Miss Annie Woodall, chairman of the Western Region of the National BPWC and past president of the Cal. League, has just returned from Chicago where she attended the National Board of Directors meeting. All the states were represented, with six from the Western Region present. Final arrangements for the Internatoinal work were made and 100 delegates, including Dr. Morse, president of the Calif. League, were given a bon voyage by the directors. Miss Woodall also attended the Regional Conference of the North Central district in Gary, Indiana, which she reports was very successful.

Bird Wilson is vacationing amid the splendors of Yellowstone National Park. Already this summer Miss Wilson has made trips to Clear Lake and to Ben Lomond. We envy her her ability to see so much of the country in so short a time.

August 3 will find Mrs. Guber and her family in their Piedmont home once again. The Bakewells, who have been occupying the Guber home during absence of the family in Palo Alto will return the same day to their home on Bellevue Ave.

The Lakes seem to be very popular for vacations this sum-

mer. Lea Brunquist has recently returned from a very enjoyable vacation at Buck Lake and Mabel Kuss is spending her vacation at Clear Lake.

Clara McKenney has returned from a thoroughly enjoyed vacation at White Sulphur Springs. We are glad to have her back home once more.

Thrills—Mabel Kuss and Josephine Holly were the lucky persons to show how "air minded" they have become by paying a visit to the clouds on July 3, but then who wouldn't be, if they had the opportunity with Capt. "Bill" Royle at the controls.

We are glad to welcome the new club formed at Pittsburg, Contra Costa County, by Miss Woodall. We wish them every success and isn't it nice that they have also joined the League?

Mrs. Ora Egan and Mrs. Josephine Swan White entertained Miss Georgia Maiden at the Women's City Club on July 19. We might say that the dinner was to celebrate a new year for Miss Maiden, because that's what birthdays are.

To Dr. Margaret Wythe the club extends its deepest sympathy in the recent loss of her brother, Rev. J. H. Wythe.

One of the most notable events scheduled for the near future is the Quarterly Meeting of the State League to be held Saturday, September 13th. We will be hostesses at that time and a record attendance from our own club is expected, there will be many visiting club sisters from other clubs, so get your reservations in early. We are to be privileged in having our State League President, Dr. Florence Morse, with us and she will report the meeting at Geneva. You should jot the date, September 13, down in your memo book now.

You are of course, planning to attend the Calif. League meeting in Santa Rosa, Sunday, August 3? If you have not made your reservations, as yet, phone Clara McKenney at Lake-

side 1111 immediately. Tentative plans indicate that Oakland is to have a motor caravan, which will leave the club house about 7 A. M. A full report will be given at the meeting on the Western Regional Conference that was held at Seaside. Miss Woodall will submit a complete report on the Chicago Board meeting. It is urged that new members attend so that they may learn about the club. That officers attend that they may discuss the work of their offices, that newly appointed committee chairman go so that they may learn the present problems they are to face. Old officers and Committee Chairmen it is hoped will attend so that they may give the benefit of their experiences to the newly elected. Dr. Irene C. Jenkins, second Vice-President is to direct the Summer Conference. Among those planning to attend are: Drs. Shields and McGilvray; Mesdames, Morgan, Guber, Gustason, Hall, Kennedy, White, Sias, LeRoy, McKenny, Maiden and Egan; Misses Johnson, Smith, Chalmers and Maiden.

VOTE

Election Day is drawing near, August 26 to be exact, and as our organization is non-political we can not endorse any candidate but we do urge that every member go to the polls on August 26 and cast her ballot. Many important state and county offices are to be voted upon and it is your duty to help select those fitted for the various offices. Vote!

"To me the most important distinction between American & British women is the practice many American married women have of working outside their homes."—Ishbel Macdonald.

"Women who submit themselves to a starvation diet to stay thin are likely to lose their feminine personality and their charm as fast as they lose weight. They're likely to lose friends as well as pounds. A starvation diet so racks the nerves that its victims grow irritable, querulous and cross-grained until there's no enduring their society."—Tommy Loughran, former light-heavy-weight champion of the world.

CALENDAR IN BRIEF

Sun., Aug. 1—Calif. League Summer Conference Santa Rosa
 Tues., Aug. 5—Junior Business Meeting.
 Thurs., Aug. 7—Luncheon.
 Fri., Aug. 8—Junior Dance.
 Thurs., Aug. 14—Dinner.
 Tues., Aug. 19—Social Meeting Juniors.
 Thurs., Aug. 21—Luncheon.
 Thurs., Aug. 28—A Nght in China.
 Fri., Aug. 29—Junior Dance.

JUNIOR JOTTINGS

Tuesday, August 5. Important business meeting. Come and help plan an interesting and eventful fall program. Final arrangements for our annual play will be made. Plans for the boatride are to be completed.

Friday, August 8. Our dance. Please remind your friends that they will only be admitted upon presentation of bids. This will help us to maintain the high standard of our dances. Gwen Quinn is chairman.

Tuesday, August 19, Social meeting. The attendance at the socials for June and July has been small. Come to this one and bring your friends. A special program has been arranged. These meetings are for your enjoyment — come.

Friday, August 29. Junior Dance. A very enjoyable evening is being planned. If you miss the dance earlier in the month, be sure to save this date.

Those Juniors who have not had pictures taken at Coleman's for the album are requested to do so at their earliest convenience. This puts you under no obligation and will be a great help to us. Please do not wear a hat for your sitting.

Owing to the resignation of Dorothy Nissen from the office of Treasurer, Alice Koudelka has been appointed to fill her place. Best of luck Alice.

Gwen Quinn has lately returned from Donner Lake and is more full of pep and good cheer than ever, if such a thing is possible.

A recent visitor to Mexico and Southern California was our own Mary Allen. Knowing Mary, we pause to note that the trip was, no doubt, made in

great haste. Mary did her own driving.

Elvera and Marina Ham are vacationing in Yosemite. We know that they are enjoying themselves because they always do.

Eleanor Nielsen returned recently from a 10 days visit at Hoberg's, Lake County, we hope that she had a splendid vacation.

Priscilla Alden and Eleanor Haas are two of the newest members in the Juniors.

JOKES

A mother named her little daughter Marigold, because she hoped she would.

It's because some people will not let bygones be bygones that we have rissoles.

The librarian who put "Tales for Wives" on the fiction shelves had been married twice.

Well-bred persons pause on the threshold before entering the room says an etiquette expert. This is a precautionary measure and lessens the risk of slipping on a mat and skidding in on the polished floor.

Two mice recently caused a mild panic in a telephone exchange. In the excitement of the moment several girls gave right numbers before they realized what they were doing.

A Valid Excuse

He returned to his duties Monday after several weeks' absence due to his death.

—Altoona Tribune.

Book Fiend: "Have you a book in stock called 'Man the Master'?"

Assistant: "Fiction department is on the other side of the shop, sir."

Whereas our ancestors are supposed to have hopped from branch to branch, we hop from curb to curb.

OAKLAND MEMORIAL COLUMBARIUM

(Oakland Crematorium)

Teresina B. Morgan, Mgr.

Howe and Mather Sts.
Oakland

"Chapel of Memories"

Broadcast K.F.R.C

Sunday Morning 8:30 to 9

Club Member

TAKE NOTICE

The new telephone number for the club is HOLIDAY 6642.

Bessie Wood Gustason

(Bessie J. Wood)

A Woman Undertaker

2850 Telegraph Ave.

Phone Lakeside 49

Colonial Cafeteria Co.

Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California

ORA EGAN

LINOTYPING

Publications Printing

(Only woman owning and operating
Linotype in Alameda County)

40812th Street Phone Holiday 3200



A Shop of
Original Gifts

Copper

Greeting Cards

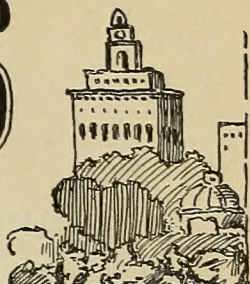
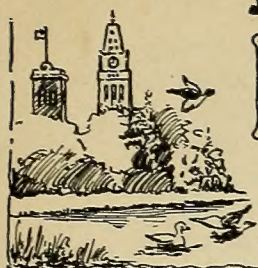
Circulating Library

HOLIDAY 2423

Mrs. B. G. Whitaker

Franklin at 19th St.; Oakland

BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, September 1, 1930

Number Two

THE BUSINESS AND
PROFESSIONAL
WOMEN

will enjoy

Remar Bread

Try a Loaf Today

Golden Sheaf Remar Co.



COOLEY & PARKER

PRINTERS

907 Franklin Street, Oakland

Phone GLen. 6513

Bessie Wood Gustason

(Bessie J. Wood)

A Woman Undertaker

2850 Telegraph Ave.

Phone Lakeside 49

CALENDAR FOR SEPTEMBER, 1930 LUNCHEON

Thursday, September 4th, 12:15 P. M.
Quarterly Business Meeting.
Very Important. Discussion of Future Plans.
Members Only.

STATE LEAGUE DINNER

Saturday, September 13th, 7:15 P. M. \$1.25 per plate.
First Quarterly Meeting of Club Year.
Presentation of Charters to New Clubs.
Address by State President, DR. FLORENCE MAY MORSE.
Subject: The Conference in Geneva.

Chairman: Dr. Lillian Shields.
Delegations from Many Clubs will Attend.

STATE LEAGUE MEETING

Sunday, September 14th 10 A. M.
Reports of Standing Committees and Discussion of
Work for Coming Year.
Talk by President, Dr. Florence May Morse.
LUNCHEON served in Garden Room at 12:30, 80c per plate.

LUNCHEON

Thursday, September 18th, 12:15 P. M.
Speaker: Mr. HOWARD O. WELTY.
Principal Technical High School.
Subject: Customs and Culture of the American Indians.

WAFFLE BREAKFAST

Sunday, September 21st, 8:30 A. M.
THE SEPTEMBER MORNS
Speaker: Rose B. Burkhalter (Club Member)
Soloist: Eleanor Nielson (Junior Club Member)
Song Leader: Florence Drake LeRoy,
presenting, A "little" Surprise.
Chairman, Josephine Swan White.
No reservations taken later than the 19th.

DINNER

Thursday, September 25th, 6:15 P. M.
SPANISH EVENING.
Program arranged by Team No. 5, presenting
The History of California.
Chairman: Alice Zwillinger.
Make reservations for all events early at Club House,
HOL. 6642.

BUSINESS WOMENS HERALD

Official Publication of the

BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. HOL. 6642

Issued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

President.....Teresina Morgan
Vice-President.....Isabel Dingwall
Secretary.....Edna Stanger
Cor. Secty.....Anne Kennedy
Auditor.....Jessie Frost
Treasurer.....Aino Malinen

Mrs. Della Patigan
Executive Secretary

1608 Webster St. Holiday 6642

DIRECTORS

Faye Otis Buckley
Clara McKenney
Claudine Detoy

Mary Barnby
Josephine Holly
Karen Johnson

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Alma Kofoed.....President
Alice Moore.....Advisor

6

REASONS WHY

YOU WILL WANT TO SPEND
YOUR VACATION AND
WEEK-ENDS AT

White Sulphur Springs
St. Helena, Calif.

1. Beautiful Scenery.
2. Wonderful Sulphur Baths.
3. Swimming, Hiking, Recreation
4. Delightful Climate.
5. Food—The Best.
6. It's easy to get here.

Write or phone for reservation

FRANCES L. IPSEN
HOSTESS

(Member B. & P. W. C.)

HARVEST IN CALIFORNIA

"These golden days Pomona and her train
Forth gliding on her bounties, silent, fleet,—
The airy wild oats rustling at her feet,
Her cornucopia pours upon the plain.
Brown figs a-falling like great drops of rain;
Raisins a-wrinkling on the trays replete;
Peaches a-blush, peering from their retreat;
And melons swelling to a size most vain.

Sweet, subtle incenses salute the skies;
The old Earth's veins seem vivified with wine,
Th pomegranate's bursting cheeks surprise
One with an unexpected ruby mine;
And the imperial grape from every vine
Its royal purple flaunts before the eyes."

Charles Elmer Jenney.

ANNOUNCEMENT!

Due to the resignation of our
Executive Secretary, Mrs. Jen-
nie E. Reid, who served the
club so faithfully and desired to
be relieved because of poor
health, the Board of Directors
selected Mrs. Della Patigan to
fill the position, which she is do-
ing very capably.

Mrs. Patigan has had much
experience in club organization
activities, having worked for the
Women's City Club during its
organization period as well as
successfully filling the position
of organization secretary for
the Birth Control League sec-
tion.

Many of our members have
already met her. For those of
you who have not had the plea-
sure, let this introduction open
the way for your personal con-
tact.

JUNIOR JOTTINGS

Tuesday, Sept. 2.—Business
meeting.

Matters of importance will be
acted upon.

Tuesday, Sept. 16.—A Social
meeting with a surprise pro-
gram.

Friday, Sept. 19.—Junior
Dance. Admittance only on
presentation of bids—tell your
friends.

"The Whole Town's Talking"
—yes, they are and if you have-
n't heard, that is the name of
our forthcoming play. So fol-
low the suggestion given in the
title of the 3-act comedy and
tell your friends to save Satur-
day evening, October 4, they will
be enchanted with this fascinat-
ing play. The attractive theater
of the Women's City Club will
be the scene of our 4th thea-
trical endeavor. Those in the
cast are: Alma Kofoed, Thanet
Mellick, Leila Macdonald, Paula
Van Gelder, Erol Wilson, June
Wiser, Gwendolyn Quinn, Elea-
nor Nielsen, James McDonald,
Harry Harmon, and John Gro-
ver. The director is John Grover
and will be remembered as a
member of the cast in our first
play, "The Charm School".

Nan Body spent a delightful
vacation at Seabright during
August.

To Edith Ferris Spencer we
extend our sympathy in the re-
cent loss of her brother.

Harriet Bakewell,
Publicity Chairman

AMONG OURSELVES.

Your Editor has been going around on a "flat tire", so to speak, ever since returning from her glorious trip, having suffered a severe sprain to the foot. Thanks to the able assistance of your President and Program Chairman, and News Editor Alice Irwin, the Herald has been gotten together.

A number of our members have delayed their vacations until the lovely autumn weather. Our President and Mr. Morgan will be absent most of this month on a much needed rest and recreation trip. Our past-President, Faye Otis Buckley and Mr. Buckley will journey to Washington, D. C. about the middle of September, and Clo Rogers is also among the late vacationers.

Jeannette Saunders is still in the country, and Bessie C. Linton is taking quite a extended trip.

Elsie Cross has just returned from several weeks at Hollywood and Carmel. Sounds interesting!

Caroline Irons has been studying in Europe all summer, but will return about the middle of the month.

Mrs. Fenton is enjoying an eastern trip, and Clara Raukohl, formerly Secretary of Business Girls of the Y. W. C. A., has left for Denver.

Alice Burnell is just starting for a visit with relatives in Detroit and Chicago.

Mary Campbell was called to the south by the illness of her brother, but we are happy to say she has returned home with good reports.

Let's put this over with a bang, and make it coincident with the celebration of Girls' Week in October.

We were shocked to learn that Mabel Little had been in the hospital for some quite serious operation, but very glad to report that she is at home now and coming along finely. We can't spare you very long, Mabel.

Mrs. Kennedy, of The Gray Shop (our club member) met with an accident while in New

York, and is not yet able to return.

Dr. Shields and Hermine Kruger attended the meetings of the International Institute, and enjoyed being school girls again.

Our sincere sympathy is extended to Theresa Farrar, on the loss of her mother recently.

Clara McKenney is helping to put the Oakland B. P. W. C. on record in organizing a club for the National at St. Helena. Give her a boost. You'll be astonished to see how the membership is going up by leaps and bounds in our sister clubs. Watch the reports at the Quarterly Meeting on the 13th and 14th.

Attend the Choral on the 8th if possible, that we may be able to have some community singing at the League meetings that's worth talking about. Our club has always had a reputation as a singing club. Don't let's lose it. You should have heard the singing at Santa Rosa!

Isn't it fine that we are to have Dr. Morse's first report of the meeting of our delegates at Geneva last month? Every word will be of interest, and bring us nearer to the "big doings" internationally.

Georga Maiden and her team surely gave us a fine international program. And there are others to follow, we hear. A great pace has been set in the race to capture the prize for the best team program.

What do you think of Mary Barmby being chosen to fill the President's chair for the State Library Association?

The club owes Marie Graves a vote of thanks for typing the letters of invitation for the League Dinner, and to Mrs. Otis and Faye Buckley for furnishing folders and guides for our filing cabinet.

CONGRATULATIONS

We rejoice that one of our own well known members. Dr. Theresa Meikle, member of the San Francisco League, has been appointed Judge of the Municipal Court in San Francisco. She has held official positions as

Assistant District Attorney and as Attorney for the State Narcotic Division, and this honor is well deserved. In our State League she has served us finely as Chairman of Legislation. This is the first court to be presided over by a woman in San Francisco.

TAKE NOTICE

The Choral Section, under the able leadership of Florence Drake LeRoy, will meet on Monday evening, 7:30, Sept. 8th, and regularly thereafter every two weeks.

The Dramatic Section, with our own talented member, Mrs. Sias, as director, will meet on the alternate Monday evenings, beginning Sept. 1st, at 7:30.

The two sections are planning a great program a little later on.

Mrs. Juliet James, who charmed us so with her lecture on the Architecture of Europe last spring, is giving a series of lectures in connection with University Extension Classes, and will be in Oakland, 1730 Franklin St., on Sept. 16th, 4:10 to 6:10 P. M., and Wheeler Hall, Berkeley, Sept. 18th, 7 to 9 P. M.

Every one of our programs this month is enticing, isn't it? They give us a fine combination of serious discussion, home planning, the latest international club news, and a lot of jolly good times. It will be a lot better to say "I'm glad I went", than "I wish I'd gone."

We are much grieved over the death of Mrs. Lillian Fuller, formerly a club member, and a frequent visitor at the cafeteria, where her jolly manner and keen witticisms gave no inkling of the anxieties, ill health and despondency from which she was suffering. Such events make us stop to think how we might be more helpful to one another. We can at least express cordiality in our greetings, make the handshake a little heartier, bring our members into real sisterly relation, in even a brief chat. There's many a trouble that might be lightened, or a heavy heart made happier, by a bit of sincere human sympathy and interest shown. Let's not forget.

HANDY CALENDAR

Thurs., Sept. 4—Business Meeting.
 Sat., Sept. 13—State League Banquet, 7:15 P. M.
 Sun., Sept. 14—State League Meeting, 10 A. M.
 LUNCHEON — 12:30
 Thurs., Sept. 18—Luncheon; Mr. Welty.
 Fr., Sept. 19—Carrie Kennedy's Card Party.
 Sun., Sept. 21—September Morn Breakfast.
 Thurs., Sept. 25—Dinner — Spanish Evening.

READ AND HEED

At one of our meetings this summer, upon hearing Hermine Kruger's report of the working out of the Florence King Loan Fund and the scholarship prizes at Mills College and U. C., the enthusiasm of our members brought forth a voluntary pledge of \$5 or more by each member present to the fund, that its work might be continued and extended. Then some one suggested that this amount be earned in some unusual manner. Here are some of the results:

Carrie Kennedy immediately came forward with a most cordial invitation to a card party at her home, 30 Grand Avenue, on Friday Sept. 19th, at 8 P. M., a regular party, with prizes and surpriss as only Carrie can furnish. Everybody invited, club members and friends — now listen, at 75c each. Profits to go to the Educational Fund, of course. Let her know early if you desire a place, as space is limited.

Then Mrs. Havlin knew that everybody would want to get "spruced up" for Carrie's party, and offers to donate the price for any kind of work done in her Beauty Parlors for club members to the Fund, provided it is done on Sept. 16th and 17th, at her location, 4212 Piedmont Avenue. We all know what excellent work is done there. So here's an opportunity to be made beautiful, and add to the Fund.

Hermine Kruger announces that, after much persuasion, she has consented to again act as Head Waiter at the September Morn Breakfast, and that no tips, no mter how large, will be refused. All to go to the Fund.

Mary Belle Guber then decided to change her classification

from milliner to maker of home-made jams and jellies for a time, so is ready to take orders now, the proceeds to go to the Fund. That's good news for us busy women who can't make them ourselves.

Isabel Dingwall had quite a time deciding whether to make candy or doughnuts, but the Native Sons won, so now you can have a midnight supper (with the proper dreams afterwards) of homemade doughnuts, by phoning your orders to her. All for the Fund.

Josephine Swan White offers all surplus from September Morn Breakfast to the Fund—unless a new coffee urn is needed for the club.

Now isn't that a fine beginning? It's great fun, and in a splendid cause. First and foremost, every club in our national organization stands for better educated business women, and the place to begin is with the business girls.

SCOTCH MINISTER GIVES VACATION TRIP SUBSTITUTES

Rev. S. D. MacElroy, a Scottish minister who has been touring the United States for four months and who is now visiting Boston, recommends the following substitutes for a vacation:

Go next door or across the street; sit there and wish you were home. Remarkably like on a vacation.

Examine ruts in roads near your home through a magnifying glass. Looks exactly like Grand Canyon.

Poke cinders in your eyes and sleep on pantry shelf. Wonderful substitute for an upper berth.

Fill your grips with books or lead, and run for cars every day. Same thing as touring Europe.

Fill bathtub with water, put in some broken glass. Ah! Just like the old swimming hole.

Pennsylvania is keeping pace in recognizing women, in the appointment of Sara M. Soffell to the bench in Allepheny County. That is the first time in the history of that state that justice has been entrusted to the hands of a woman on the bench.

And here is another. In London, England, Miss Katharine M. Hendrick has been appointed Barrister of the Middle Temple, and has been selected as a member of the French and British lawyers' delegation to the United States this fall, coming to discuss international law.

OAKLAND MEMORIAL COLUMBARIUM

(Oakland Crematorium)
 Teresina B. Morgan, Mgr.

Howe and Mather Sts.
 Oakland

"Chapel of Memories"

Broadcast K.F.R.C

Sunday Morning 11:30 to 12
 Club Member

Colonial Cafeteria Co.

Phone Lakeside 1806
 Franklin at Fifteenth
 Oakland - California

ORA EGAN

LINOTYPING

Publications Printing

(Only woman owning and operating
 Linotype in Alameda County)

40812th Street Phone Hollday 3200



A Shop of
 Original Gifts

Copper

Greeting Cards

Circulating Library

Holiday 2423

Mrs. B. G. Whitaker

Franklin at 19th St.; Oakland

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, October 1, 1930

Number Three

THE BUSINESS AND
PROFESSIONAL
WOMEN

will enjoy

Remar Bread

Try a Loaf Today

Golden Sheaf Remar Co.



COOLEY & PARKER

PRINTERS

907 Franklin Street, Oakland

Phone GLen. 6513

Bessie Wood Gustason

(Bessie J. Wood)

A Woman Undertaker

2850 Telegraph Ave.

Phone Lakeside 49

CALENDAR FOR OCTOBER, 1930

LUNCHEON

Thursday, October 2d, 12:15 P. M.

Speaker: Mr. A. J. Arland,

Director of Public Contact for
Reserve Securities Corporation.

Subject: Present Financial Conditions and Modern
Finance.

Soloist: Mrs. Louise Lock, Soprano.

RECEPTION — DINNER

Thursday, October 9th, 6:15 P. M. — \$1.00 Per Plate.

JUNIOR AND SENIOR JOINT MEETING
In Honor of CAROLINE IRONS, our member, just
returned from her studies at The Sorbonne,
at Paris.

Piano Selections: Caroline Irons.

Speaker: Dr. Anna Cox-Brinton, of Mills College.

Subject: Art Education, International Appreciation.

Soloist: Eleanor Neilson, Junior Member.

Pauline Otis, Chairman.

LUNCHEON

Thursday, October 16th, 12:15 P. M.

Place: BABY HOSPITAL, 5105 Doyer St., Oakland.

Take Grove, Shattuck or Telegraph car to 51st St.

Luncheon served, then tour of hospital conducted by

Miss Jessie Scott, and interesting account of the work.

DINNER

Thursday, October 23d, 6:15 P. M. — \$1.00 Per Plate.

RUSSIAN PROGRAM, arranged by

Josephine Swan White, Chairman of Activities.

Speaker: Mr. Leo Jacobleff,

former Secretary to Kerensky.

Subject: "The Two Russias."

Russian Songs, by Mme. Titania Popova.

Reader: Wilhelmina Smart.

Russian Prose Poem, by Turgenev, "How Beautiful
were once the Roses". Music by Arensky.

Accompanist: Josephine Swan White.

DINNER AND HALLOWEEN PARTY

Thursday, October 30th, 6:15 P. M. — \$1.00 Per Plate.

Meta Mohr, Chairman Team No. 6, with October
Birthdays.

"All for Fun". Fiddlers, old-fashioned dances, Gypsy
Fortune Teller, Snipping Presents.

Each member requested to bring a present, costing not
more than 25c, securely wrapped, with price marked on
outside.

Phone Reservations — HOl. 6642.

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cal-
ifornia, under the Act of March 3, 1879.

OFFICERS

President.....Teresina Morgan
Vice-President.....Isabel Dingwall
Secretary.....Edna Stanger
Cor. Secty.....Anne Kennedy
Auditor.....Jessie Frost
Treasurer.....Aino Malinen

Mrs. Della Patigan
Executive Secretary

1608 Webster St. HOLIDAY 6642

DIRECTORS

Faye Otis Buckley
Clara McKenney
Claudine Detoy
Mary Barmby
Josephine Holly
Karen Johnson

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Alma Kofoed.....President
Alice Moore.....Advisor

A CARD OF THANKS

Georgia Maiden wishes to ex-
press her sincere appreciation of
the fine cooperation she received
in putting on the Chinese dinner
at Pekin Low cafe. She thanks
all the members of her commit-
tee; also Josephine Swan White
for accompanying the soloist, Mr.
William Law, and the community
singing; Elsie Stolz of the Yellow
Lantern, for the interesting and
lovely Chinese decorations and
place cards; Maude Peterson, a
picture in Chinese costume, for
the donation of the colorful books
of song; all the past Presidents
who helped receive, and the table
hostesses, Gladys Barndollar,
Baldwin, Mabel Kuss,
Olive Bledsoe, Sue Bradley, Jo-
sephine McCleneghan, Aino Malinen,
May Shuler, Jennie Hammond,
Florence Bussell, Clara McKen-
ney, Freda Smith, Karen John-
son, Thora Benson, Martha
Holmes, and Mrs. Della Pattigan,
our Secretary; also Bessie Wood
Gustason who so ably interpreted
the relation of our club in its in-
ternational aspects; to Bird Wil-
son for publicity; Alice Zwilling-
er and her charming pupils, for
the Chinese dances; and to Mrs.
Morgan and the Board of Direc-
tors, who assisted so ably.

WORN OUT WAR TALK.

Our own Kathleen Norris writes on this subejct in the last
issue of The Woman's Journal, and it seems so worth while
that we quote the following therefrom:

"It was at a convention of women writers that an eastern
delegate said: 'I would be sorry to see our country conquered
by a foreign nation. There are no cowards in my family. Our
men have been only too glad to fight for our flag,—yes, and
die for it!'"

"It made me thoughtful. What do these women who re-
fuse to join peace organizations think they are working for?"

"Fight? There are always men ready for that, and to
let the women do the farm work, and wait, and starve.

"Fighting belongs to primitive, unthinking peoples. War
would have been outlawed long ago but for the fact that kings
and emperors have been the war-makers, and kings and em-
perors are notoriously primitive, unthinking folk. Caesar,
Napoleon, Alba, Wilhelm II. all thought preparedness, militar-
ism, and spies were the answer. Napoleon left his country
dubiously benefited temporarily, and the Kaiser lives to-day to
see his dynasty eternally destroyed.

"Statistically wars have always laughed at preparedness.
Weather, chance, personality, these are the winners of wars.
The War of the Revolution was lost to the Colonists over and
over again—on paper. The Germans had their enemy routed
a score of times. The slightest flicker of inspiration, the
merest chance in moving a battalion might have ended the
whole horror long before peaceful America reluctantly stepped
across the water to finish the fray.

"And then, when twenty million boys were dead, and six-
teen million more of the wounded were forgotten, then peace
had to be sealed on practically the same terms that were avail-
able before the war began, EXCEPT such changes as universal
lawlessness had stirred up in the shape of Reds and Bolshe-
viki and Communists, except for the tumbling of a few thrones.

"It is about time these reactionary women, still babling
valor and guns and the honor of the family, awakened to the
fact that the first thing any country destroys when it goes to
war, is itself. That the one true enemy of us all is not Ger-
many, nor Japan, nor any other country, but just WAR.

"It is about time they realized that among our many in-
vincible weapons to-day are two,—trade and travel. Two mil-
lions of us visit other countries every year, and spend our
money there. Threaten trade and tourist travel and you are
talking a language the war shouters can understand. Nations
go to war to enrich themselves. When we, who are their best
customers, say, No More Money, they will listen to us without
war.

"To talk war to-day is sheer fear, ignorance, and coward-
ice. Valor and honor and patriotism to-day are words of peace,
peace on a common-sense commercial basis. War is as out-
grown as religious persecutions, trials by torture, smallpox
epidemics, witch-burning, the divine right of kings, and, inci-
dentally, dear old ladies who still see themselves wiping the
brows of noble young fighters in 1865."

The September Morn break-
fast fulfilled all expectations.
and more. A real sermon—we
shall never forget Mrs. Burk-
halter's interpretation of Sep-
tember Morn—lots of fun, and
there surpassing chefs to give
us such excellent food.

Then the lovely Sylvan Quar-
tette, headed by our own Mrs.
Reid as soprano, with Theo Belle
Smith, whistler, Margaret Swan-
son, violinist, and Mary A.
Spoonier, pianist, gave us such
delightful numbers, of singing
birds, gay blossoms, and silver
moons.

Eleanor Neilson of the Juniors
contributed some charming
songs. A goodly sum was real-
ized, too, for the Educational
Fund.

ANNOUNCEMENT

The Yellow Lantern, in its
Alice Street shop, Women's City
Club Building, will give 20 per
cent of all sales to our club
members on Monday and Tues-
day, Sept. 29th and 30th, to our
Educational Fund. Rush right
over and make your selection
from the lovely things for your
home and Christmas remem-
brances.

Too late for particulars, but
Alice Zwilling's Spanish even-
ing was a great success, very
picturesque, colorful and en-
trancing.

We are so happy to have the
Juniors join us on the 9th,
which is especially fitting in
Girls' Week.

AMONG OURSELVES.

Again our programs are rich in quality and rare in selection. On the 2d, a subject handled by an expert, in which we are all keenly interested.

On the 9th a reception to our talented member, Caroline Irons, just returned from her studies at the Sorbonne, at Paris, that oldest and most renowned institution of learning in Europe. She will give us some piano selections, and remembering how we have been enchanted by them before, we know what a treat is in store.

Then as a further special attraction, Mrs. Otis has secured Dr. Anna Cox Brinton, Professor of Archaeology at Mills College, to give to us from the treasure-house of her mind and research.

On the 16th a departure from the usual, by a visit to the famed Baby Hospital. Luncheon will be served there speedily, giving time for tour of inspection. It will be of interest and appeal to every woman's heart.

Then on the 23d comes the Russian evening, with those of note to enlighten and entertain. Mme. Popova is a professional opera singer; Wilhelmina Smart an accomplished reader, and it would be difficult to find one more capable of telling us of the two Russias than Mr. Jacob-leff, from his connection with the Kerensky government. This will be an unusually interesting lecture. Let the public know about it, and fill the house by 7:30, if not for the dinner.

Daisy Miles spent a happy vacation at Samuel Springs, with Lois Martin joining her for a week end.

May we hope that the sorrow of Mary Campbell in the passing of her brother at Los Angeles, may be lightened by the knowledge of our sincere sympathy.

Eloise Cushing had a wonderful trip, touring Europe in a Ford. We'll be glad to hear about it when she has time.

Josephine Holly, tho born and raised in California, has just made a trip over the Redwood Highway, and is enraptured with it. See California First.

Mrs. Maiden, Georgia Maiden and Ora Egan spent a most delightful four days last week in the historic 'Mark Twain-Bret Harte country at Sonora, Columbia, Tuttletown, Angel's Camp, where they saw the first printing office in California, the first Wells Fargo Express office, the first fire engine and still in use, the old 'stage drivers' resort, now a social club, the building where Bret Harte published his first newspaper and Mark Twain's simple cabin on Jackass Hill. Georgia Maiden visited a friend on her large estate on Yankee Jim Hill, where formerly millions of dollars were mined. They stopped over at Placerville for the night and visited friends at Sacramento. They found no club at Sonora, but numbers of business women.

Josephine McClenegan and Maude Asher drove down to Los Angeles for a two weeks' vacation with friends.

Mae Wilkin is enjoying a vacation in Europe, landing in the north countries, and going south by the beautiful river Rhine.

Congratulations to the Alameda B. P. W. C. for the wonderful advertising exhibition they gave last week. They surely "know how".

---Carrie Kennedy's party for the Educational Fund was as lovely as anticipated. No more could be said.

Don't forget the play the Juniors are giving at Women's City Club Theatre on Saturday evening, October 4th. We remember how excellent their productions have been in the past.

We knew there was an excellent reason for Mr. Welty's failure to appear on Sept. 18th. It seems that a fire broke out in Technical High School, of which he is principal, and he was compelled to remain there, and in the excitement could not even get to a telephone until too late. His regrets were most sincere, and he desires to atone by giving us a complete evening's entertainment, with native Indian dancers, moving pictures, and music, when a convenient time for us and for him appears.

We are glad our old custom of a frolic on Hallowe'en is revived this month. So far the

October birthday members taking charge are, Freda Smith, Carrie Hall, Bela Sias and Harriet Haas. Will any other "Octoberers" get in touch with them, and assist?

JUNIOR JOTTINGS

Oct. 4—The night of the delightful comedy, "The Whole Town's Talking" the time is 8:20 and the place is the Women's City Club Theater. Tickets are now exchangeable at Sherman, Clay's for reserved seats. A fine play is promised—COME. SELL YOUR TICKETS. Isabelle Racouillat will be at the club Monday night, Sept. 29, to receive money due from ticket sales, if you can not see her then, phone her any night at Merritt 2655 and make other arrangements.

Oct. 7—Business meeting. Election of the nominating committee for next year's officers will be held, you are urged to attend and cast your vote. Dues should be paid at this time, only paid up members will be permitted to vote at the general club election on November 4.

Oct. 9—The Seniors have invited us to participate in a get-together meeting. Further announcement will be made.

Oct. 10—Junior Dance. Fine music.

Oct. 21—Social for prospective members. Special features will be given in honor of our visitors. Come and bring your friends.

Oct. 31—A wonderful Hallowe'en Dance. Save the date.

None of us will soon forget the interesting and thrilling talk Benita Helmond gave us, at our last meeting, of her recent world tour. Best wishes are also extended to Benita on the recent announcement of her engagement. The fortunate young man lives in Wisconsin.

Another announcement of interest is that of the engagement of Grace Haskin, a former member, and Frederick E. Whorff, Jr., our very good wishes are extended.

Remember the play Oct. 4. COME.

Harriet Bakewell,
Publicity Chairman

IN RE LIFE

By E. B. W.

At nine my little doings are begun:

I thumb the thumby files, and note the day.

And write—on some small doing that is done—
“O.K.”

The owl-faced phone begins its questioning,

My pencil leaves an odd, cubistic track,

And like as not you'll hear me say: “I'll ring
You back.”

With blanks and clips I make my tiny fuss,

The tides of memoranda ebb and flow;

How well I know that such and such is thus

And, so!

But soon, at five, my office day is o'er,

And through the dome of blue the bright stars press,

Reminding me that I am funny—more

Or less.

The June bug bumps his head upon the screen,

The lilac blows the last sweet kiss of spring;

Compared with these my doings do not mean

A thing.

Yet though my tasks with stars cannot be matched,

And men and days and hours are all a myth,

I feel it's something just to be attached

Herewith.

—From Literary Digest

Look for announcement next month of a remarkably fine activity to be given to us in January. A very big thing.

CLOSE RELATIONS

Two chance acquaintances from Ireland were talking together.

“An' so yer name is Riley?” said one. “Are yez anny relation to Tim Riley,”

“Very disthantly,” said the other. “Oi was me mither's first child an' Tim was the tenth.”

—The High Line.

STATE LEAGUE

We wish we had space to give details of the Quarterly meeting of the State League, and Dr. Florence Morse's narration of the founding of the International Federation of B.P.W.C., composed of the business women of 20 countries, including China and India. Out of 80 delegates from the United States, but 10 could be chosen as voting delegates, and our State President, Dr. Morse, was selected as one of those ten. So California had an important place in the history-making event.

The reports of Committee Chairman at the business meeting on Sunday morning made us indeed proud of the women composing our state organization, and the renewing of friendships with the delegates from Los Angeles to Eureka was very heart-warming. And you should hear the reports of new clubs in the forming!

Which reminds us, that as the Herald goes to press a number of automobiles filled with club members from Oakland and Alameda, under the leadership of our Clara McKenney, are journeying to St. Helena to meet with the business women there to talk club formation.

The judge—“This lady says you tried to speak to her at the station.”

Salesman—“It was a mistake. I was looking for my friend's sister, whom I had never seen before, but who's been described to me as a handsome blonde with classic features, fine complexion, perfect figure, beautifully dressed and—”

The witness—“I don't care to prosecute the gentleman. Anyone might have made the same mistake.”

“Children,” said the Sunday School teacher, “this picture illustrates today's lesson. Lot was warned to take his wife and daughter and flee out of Sodom. Here are Lot and his daughter with his wife just behind them, and there is Sodom in the background. Now, has any girl or boy a question before we take up the study of the lesson?”
“Pleathe, thir,” lisped Susie.
“where ith the flea?”

THE COIN

Into my heart's treasury
I slipped a coin
That time cannot take
Nor a thief purloin—
Oh, better than the minting
Of a gold-crowned king
Is the safe-kept memory
Of a lovely thing.
—Sara Teasdale.

“Why don't you get married, Thomas?” a vicar asked his gardener. “You know Adam was a gardener, and he had a wife.”

“Yes, sir,” replied the grden-
er, “but he didn't keep his job
long after he got her!”—Montreal Star.

Colonial Cafeteria Co.

Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California

ORA EGAN LINOTYPING

Publications Printing

(Only woman owning and operating)

Linotype in Alameda County)

40812th Street Phone Holiday 3200



A Shop of
Original Gifts

Copper

Greeting Cards

Circulating Library

HOLIDAY 2423

Mrs. B. G. Whitaker

Franklin at 19th St.; Oakland

CHAPEL OF MEMORIES

BROADCAST OVER KFRC
EVERY SUNDAY MORNING
11:30 TO 12:00

TERESINA B. MORGAN, MANAGER

OAKLAND CREMATORIUM

(Oakland Columbarium)

Howe and Mather Streets... OAKLAND

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, November 1, 1930

Number Four

THE BUSINESS AND
PROFESSIONAL
WOMEN

will enjoy

Remar Bread

Try a Loaf Today

Golden Sheaf Remar Co.



A Shop of
Original Gifts
Copper
Greeting Cards
Circulating Library
HOLIDAY 2423
Mrs. B. G. Whitaker
Franklin at 19th St.; Oakland



COOLEY & PARKER
PRINTERS

907 Franklin Street, Oakland
Phone GLen. 6513

CALENDAR FOR NOVEMBER, 1930 DINNER

Thursday, November 6th, 6:15 P. M. \$1.25 per plate

RUSSIAN PROGRAM

Arranged by Josephine Swan White

Chairman of Activities

Speaker: MR. LEO JACOBLEFF

former Secretary to Kerensky

Subject: "The Two Russias."

Russian Songs, by Mme. Titania Popova
of Russian Grand Opera

Reading: Russian Prose Poem by Turgenev
"How Beautiful were once the Roses"
by Wilhelmina Smart

Accompanist: Josephine Swan White

LUNCHEON

Thursday, November 13th, 12:15 P. M.

Helen Artieda, Chairman Team No. 2

Speaker: CATHERINE PHILLIPS EDSON

Chief of Division of Industrial Welfare
of the State of California

Subject: "Present Situation in Women's Employ-
ment, with particulars as to conditions in
Oakland"

THANKSGIVING DINNER

Thursday, November 26th, 6:15 P.M. \$1.50 per plate
Olive Cathcart, Chairman Team No.

Speaker: DR. STANLEY ARMSTRONG HUNTER
of St. John's Presbyterian Church, Berkeley
Subject: "The Pilgrims, after 300 years"

Music: Mr. Clarence Oliver, baritone

Miss Mary Cerrito, soprano

String Quartette, Pupils of Orley See

Reading: "The Ivory Door", by Milne
given by Miss Elona Thorpe

No meeting on November 27th.

Make reservations promptly, HOL. 6642.

Non-members not desiring to be present at dinner, may attend
the Russian Program at 7:30 P. M., on payment of 50c admission
fee.

BUSINESS WOMENS HERALD

Official Publication of the
**BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.**

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

President.....Teresina Morgan
Vice-President.....Isabel Dingwall
Secretary.....Edna Stanger
Cor. Secty.....Anne Kennedy
Auditor.....Jessie Frost
Treasurer.....Aino Malinen

Mrs. Della Patigan

Executive Secretary

1608 Webster St. HOLIDAY 6642

DIRECTORS

Faye Otis Buckley
Clara McKenney
Claudine Detoy
Mary Barmby
Josephine Holly
Karen Johnson

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Alma Kofoed.....President
Alice Moore.....Advisor

WE THANK YOU

At the meeting presided over by Mrs. Otis last month she presented a very lovely gift to the club from Mr. Ernest Davis, a well known artist, who has attended some of our meetings as the guest of the Otises. He displays our Collect in beautiful lettering, surrounded by an exquisite design representing the symbology of our emblem. It is done in water colors and represents a great deal of thought as well as technical skill. It will greatly ornament our club rooms, and be a constant inspiration to us, and to all members of the B. P. W. C., wherever situate. We know that each member would like to express her individual appreciation of this beautiful gift.

WE ARE THANKFUL!

Looking back over the year to count our blessings, one achievement looms so big in the organization of which we proudly form a part, so pregnant with far-reaching results, that it fills the foreground of our thought completely, and that is, the glorious step taken by our national federation in uniting the business and professional women of 16 countries into an international organization, devoted to the better knowing of one another, and thro united effort the working out of the mutual problems for a better business world, thro the great womanly heart and the experienced mind of the women in business.

One cannot read the description of that meeting at Geneva, as told by Helen Havener in the October number of the Independent Woman, without a lump in the throat and tremulous breath, at the profound meaning of this endeavor; the launching of a ship to sail far out into the uncharted seas of accomplishment, manned only by women, but women of vision of faith, of confidence, that the voyage, tho it may be beset with doubts and discouragement at times, will nevertheless be one of ultimate success, beause its power is Good Will, and the cargo it seeks is of things of the spirit. imperishable, eternal.

We, in our own organization, limited in numbers, perhaps, have yet made our contribution toward this achievement, and may rightfully share its glorious possibilities.

When we realize that at this meeting women from Austria and Belgium sat side by side at the conference table, with arms about each other's shoulders; that a French delegate listened with a reassuring smile to a German woman's statement of their hopes; and the dark-skinned woman of India asking the fraternal spirit to include the women of the Orient, we have courage to go on, in whatever community we may be placed, demonstrating to the world that, as the Princess Radziwill said, "in work we find the common link which binds us together", and that link, through each individual club, will form a chain so strong and extending so far around the world that no threat of war or violent means of settling disputes can ever sever it.

So we are thankful, joyfully, yet reverently, to have played our humble part in this high adventure.

INTER-CLUB AFFAIRS

Visiting other clubs has been much enjoyed of late. Elsie Stolz took a group, consisting of Carrie Kennedy, Mary Campbell, Josephine King and Mrs. Stevens, out to Haywards to the Hallowe'en party of the club.

Mrs. White and Mrs. Sias contributed to the program at the meeting of Pittsburg-Antioch club recently.

Dr. Shields was the speaker at a meeting of San Jose Club, and others attended the jolly Minstrel Show of Alameda Club.

Still the new clubs come in. Los Gatos is one of the latest to be formed. The San Jose girls helped to install the officers with the beautiful candle-lighting ceremony we remember.

Another club is in the brewing at Monterey.

And our own loved member, Margaret Chase, having missed her club affiliation so much since moving to Riverside, has finally brought a nationally-affiliated club into being there, and is its first president. There are 34 charter members, and the officers will be installed on Nov. 10th, with Dr. Morse and other officers from the south in attendance. Hurrah for Margaret. Her address is 1987 Monroe St., Riverside. Look her up when you're down that way.

Dr. Morse has appointed two membership chairmen in the state, to cover the large district, Dr. Irene Jenkins, of Richmond, in the north, and Mrs. Mary Eisen, of Los Angeles, in the south.

AMONG OURSELVES.

We know that Thanksgiving is a time of home-coming. So at our Thanksgiving dinner every club member will be expected to come home to her club, and partake of the strong spirit of fellowship as well as of the delicious turkey dinner. And by the way, do any of you hear of club dinners across the bay or in other places furnished for so little a price as ours? Surely we aren't a cheap club, but merely good managers!

How we did enjoy our visit to the Children's Hospital. Nearly 30 of our members were there, and it was hard to tear ourselves away.

How jolly we were on Mrs. Otis' evening, with the college atmosphere prevailing. Maude Petersen added generously to the fun by leaflets containing college songs, and by the football ornaments.

Now here's another of our faithful members taking unto herself a husband. Guess who? Why, Daisy Miles, of course. But sad to relate, said husband will take her to the ever-en-croaching Los Angeles, some time around the holidays. She says she'll immediately make connections with the Los Angeles B. P. W. C., tho, as life without her club, even with a husband, won't be complete. We're very sorry to let you go, Daisy, but hope you'll come back to us some day. Meanwhile, our sincerest congratulations.

Mrs. Irwin and Rhobie gave Daisy a shower at their home last Saturday evening, by a gathering of close friends. Mrs. Irwin is now taking a good rest at her sister's home in Yuba County, but will be back in time for Christmas Choral work.

Am sure those who heard Mr. Howard Welty will join the editor in saying we never had a more interesting talk in our club rooms. Mr. Welty has first hand knowledge of Indians, and the stories of real Indian life just bubble forth, filled with information, entertainment, touching the deepest emotions one moment, and entrancing humor the next. He is truly the Indian's friend, and makes us all wish to be the same.

How nice it is to see Louise Schmits at club meetings again. Some one who knew said the city of Oakland owes a debt to Louise Schmits it can never repay. But at least we club members appreciate her.

Alice Kirkland, President of Bay Association of Record Librarians, is on a vacation trip including Grand Canyon, the sight of New York, her former home, Battle Creek, and two conventions of Surgeons and Librarians.

Doesn't Mrs. Morgan look refreshed after her lovely trip to the Canadian Rockies?

Bird M. Wilson is becoming quite an enthusiast over Clear Lake, making three trips there in October; says the autumn coloring is very vivid.

A long letter from Dr. Swauger tells of the host of interesting places she has visited thus far from Ireland to Italy, in company with Mrs. Drake. They are now in Egypt and the Holy Land and Orient are before them, on their way home, arriving here in February. It is a well-deserved holiday, and through her enrichment many others will be given joy, in the narration of the wonders she has seen.

Carrie Kennedy is telling this: A Scotchman had a very bad spell of nose bleed, but instead of showing alarm, asked his son to telephone to the hospital quick and ask if they didn't want to make a blood transfusion.

Aren't our programs just getting better and better every day. The Russian one will be just the thing to invite your friends to attend, either at dinner or for the program later, as it has unusual attractions. It will be in the auditorium. Let's fill every seat.

The luncheon on the 13th will have real "strong meat" to add to our knowledge, and Mrs. Edson knows how to say things in a most interesting way.

And the Thanksgiving dinner promises to be a true inspiration, which no one will want to miss.

Does it seem possible that in Illinois they are still denying to women the right to serve on juries? If any of our members

can give the time, just let the editor know, as we need thinking women for that service, which is a privilege, and very broadening to any woman's experience.

The Choral and Dramatic Sections are meeting at the home of Mrs. Clara McKenney on Monday evenings at 7:30 P. M., right next to Mrs. White's studio, 665 11th St., while the Garden Room is rented. Everybody welcome. Come and learn the lovely Christmas music.

JUNIOR JOTTINGS

Nov. 4—Annual meeting 8:00 p. m. Election of officers for the coming year. Annual reports will be given by standing committees. If you are unable to attend the meeting mail in your proxy, naming a member you know will be present, to cast your ballot. Only members who have paid up their dues will be eligible to vote. No visitors are permitted at this meeting.

Nov. 13 — A Skating Party! That will be fun. Cards will announce further details.

Nov. 18—A social evening. The last meeting before the installation of our new officers. Plan to attend.

Nov. 21—A Junior Dance.. Remember the ruling pertaining to dance bids, cooperate with your club.

Cupid's little arrow has been very busy again and his latest victim is none other than Juanita Stanley. Juanita is to become the bride of Pat O'Connor on Christmas Day in Salt Lake City and her home for a time will be in Southern Utah. Our very best wishes go to Juanita and Pat.

In the next month or so Evelyn Baldaramos will be departing for Peoria, Ill. to make her home. She will be affiliated with the Caterpillar Tractor Company while there. Please don't forget us, Evelyn, and we hope that we shall hear from you often. The club extends wishes for success in your new location.

Remember to attend the annual meeting on Tuesday evening, Nov. 4.

Harriet Bakewell

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of Business Women's Herald, published monthly at Oakland, Calif., for October 1, 1930, State of California, County of Alameda, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Bird M. Wilson, who, having been duly sworn according to law, deposes and says that she is the Managing Editor of the Business Women's Herald, and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations.

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher Business & Professional Women's Club, 1608 Webster Street; Editor (Mrs.) Laura E. Pinkston, 2932 E. 16th Street; Managing Editor (Miss) Bird M. Wilson, 315 E. 19th Street.

2. That the owner is:

Business & Professional Women's Club, an incorporated body, a non-profit organization, having no capital stock; the officers of which are: Pres. Teresina B. Morgan, 4401 Howe St., Oakland; Vice-Pres. Isabel W. Dingwall, 116 Lake St., Oakland; Oakland; Vice-Pres. Mary Campbell, 30 Grand Avenue, Oakland Secy. Edna Stanger, 2986 Northwood Dr., Oakland; Treas. Aino Malinen, 1100 57th Ave., Oakland.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and s no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

BIRD M. WILSON,
Editor and Business Manager.

Sworn and subscribed before me this 1st day of Oct. 1930.

(Seal)

W. T. McSORLEY, Notary Public.
(My commission expires Oct. 22, 1930)

TAKE NOTICE

Look at pages 430 and 443 of the October Independent Woman, cut out the coupons found there, and send in as requested. Show that it pays to advertise in our magazine.

EQUAL RIGHTS

"Yes, they have them", says W. E. Hughes. "I crept up stairs, my shoes in my hand just as the night took wing, and I saw my wife just four steps above, doing the same darned thing."

(Independent Woman)

**Colonial
Cafeteria Co.**

Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California

ORA EGAN

LINOTYPING

Publications Printing
(Only woman owning and operating
linotype in Alameda County)

40812th Street Phone Holiday 3200

**BECAUSE OF THY GREAT
BOUNTY**

Because I have been given much,
I, too, shall give;
Because of Thy great bounty,
Lord,
Each day I live
I shall divide my gifts from
Thee
With every brother that I see
Who has the need of help from
me.

Because I have been sheltered,
fed,
By Thy good care,
I cannot see another's lack
And I not share
My glowing fire, my loaf of
bread,
My roof's safe shelter overhead,
That he, too, may be comforted.

Because love has been lavished
so
Upon me, Lord
A wealth I know that was not
meant
For me to hoard,
I shall give love to those in need.
The cold and hungry clothe and
feed,
Thus shall I show my thanks,
indeed.

—Grace Noll Crowell
(Good Housekeeping)

Lawyer: "You say the lady
was expensively garbed. How
do you know she was expen-
sively garbed?"

Rastus: "Well, Ah guess I
knows expensive garbage when
Ah sees it!"



**CHAPEL OF
MEMORIES**

BROADCAST OVER KFRC
EVERY SUNDAY MORNING
11:30 TO 12:00

TERESINA B. MORGAN, MANAGER

**OAKLAND
CREMATORIUM**

(Oakland Columbarium)
Howe and Mather Streets... OAKLAND

BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB



Volume Six

Oakland, California, December 1, 1930

Number Five

THE BUSINESS AND
PROFESSIONAL
WOMEN

will enjoy

Remar Bread

Try a Loaf Today

Golden Sheaf Remar Co.



A Shop of
Original Gifts
Christmas
Greeting Cards
Circulating Library
HOLIDAY 2423
Mrs. B. G. Whitaker
Franklin at 19th St.; Oakland



COOLEY & PARKER
PRINTERS

907 Franklin Street, Oakland
Phone GLen. 6513

CALENDAR FOR DECEMBER, 1930

MERRY CHRISTMAS TO YOU

LUNCHEON

Thursday, December 4th, 12:15 P. M.
Quarterly Business Meeting.
Reports of Chairman. Interesting Discussion.

LUNCHEON

Thursday, December 11th, 12:15 P. M.
Speaker: Colonel WILBUR S. TUPPER.
Subject: The Spanish Americans.
Illustrated with colored slides of South America,
Mexico, and Central America.
Soloist: Miss Elizabeth Hackett, soprano.
Accompanist: Josephine Swan White.

CHRISTMAS DINNER

Thursday, December 18th, 6:15 P. M. \$1.50 per plate
Presentation of Illuminated Club Collect, by
Mr. Ernest Davies.

CHRISTMAS PROGRAM

Arranged by Gladys Barndollar, Chairman, and
Team No. 8.

Christmas Songs, by Choral Section,
Directed by Florence Drake LeRoy.

"Cantique de Noel," by
Mme. Iva Vanni, soprano soloist,
Accompanied by Myrtle Holtzman.

Christmas Pageant, arranged by
Alice Zwilling.

No meeting on Christmas Day, Thursday.
Phone for reservations, HOl. 6642.

BUSINESS WOMENS HERALD

Official Publication of the
**BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.**

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

President.....Teresina Morgan
Vice-President.....Isabel Dingwall
Secretary.....Edna Stanger
Cor. Secty.....Anne Kennedy
Auditor.....Jessie Frost
Treasurer.....Aino Malinen

Mrs. Della Patigan
Executive Secretary

1608 Webster St. HOLIDAY 6642

DIRECTORS

Faye Otis Buckley
Clara McKenney
Claudine Detoy
Mary Barmby
Josephine Holly
Karen Johnson

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Alma Kofoed.....President
Alice Moore.....Advisor

ATTENTION:

You will find the Club Secretary, Mrs. Pattigan, in new quarters in our building, in two of the office rooms on the second floor in front. The Club Directors decided that, with the Cafeteria closed, it would be preferable to relinquish the Garden Room except for the Thursday meetings. So go right up the front stairs, on any other day than Thursday, and find the very cosy quarters.

Again we are greatly indebted to our splendid member, Victoria Escoffier, and through her to Bekins, for assisting in the moving.

A CHRISTMAS MESSAGE TO OUR MEMBERS.

Again, we celebrate the day of days — Christmas — commemorating God's greatest gift to the world — the birth of his son, Jesus, the Christ.

It is well to pause a while so we may realize the full significance of this day.

The Bible tells us of the story of the three wise men who discovered the star and were led to the feet of the new born King with their richest treasures.

Out of this story of the past, we gain the Christmas spirit of love and self-giving. This may be expressed in our club by our good fellowship, comradeship, our faith in one another, building confidence and success, which helps to create the finest type of friendship.

Each member's gift to the club is expressed by their loyalty in supporting all club activities, and fulfilling their responsibility by making the club a better and stronger organization and supporting the chairman and officers who labor unceasingly to bring about this ideal.

The past efforts have become the stepping stone upon which to build better business women for a better business world, and let us make this Christmas the best of all by laying at His feet the rich gift of happy, useful, loving lives for the dawn of a better day of good will among men.

Teresina B. Morgan.

A TRUE CHRISTMAS STORY.

Once upon a time a long time ago — not so long a time as time goes perhaps — but so long ago that men wore whiskers, four young men spent a winter away off in the Rocky Mountains just below the Canadian line. They had been prospecting during the summer and had found a little pay streak. It looked so good to them that they decided to stay and work on it all winter in the hope of developing enough gold ore to make them all rich by spring.

They got along very well till near Christmas when, perhaps it was because they were a little home sick, they decided they just had to celebrate and have a Christmas tree. "There are Christmas trees all about the cabin" said one, "but what good is a Christmas tree without children?" "Children!" exclaimed another. "I have it. There's trapper Jim and his wife and their two boys not two miles away, the only kids I know of within hundreds of miles." Then their plans began to grow.

Next day two of them put on their snow shoes and started off over a mountain range to Squaw-man's store thirty miles away. Mr. Squaw-man had never had a call for Christmas goods in all the years he had run his wayside store. There were no presents, not even mittens for little boys, no tinsel, no ornament, no Christmas candles. There was just one thing that was like Christmas and that was a can of peppermint stick candy all red and white, and then he found a can of ginger snaps.

The Christmas shoppers bought the candy and ginger snaps and a bright red blanket that they decided could be cut into narrow strips to trim the Christmas Tree. Then they insisted that Mr. Squaw-man sell them the two fine pairs of deer antlers that were nailed to the wall of his cabin store. The trip out had not been so bad with no load but going back with their packs through a blizzard was a serious matter. Every time they stopped to rest they talked of the joy-

A NEW YEAR'S GIFT TO OUR CLUB

One of our comparatively new members, Miss Geddes, desired to make a contribution to the club, stating that she had been absent at the times of many of our activities, and wished to show her appreciation of the club in a worthwhile way. Then, being a wise business woman, she decided that the best way would be to select as her gift something that would assist the club to make more out of it, and thus bring the greatest results.

So, she has secured Dr. B. R. Baumgardt, for a lecture on Tuesday evening, Jan. 13th, paying the entire expense of his coming herself (which, let me whisper, will be over \$200), enabling the club to have all the receipts from sale of tickets for the lecture. Isn't that glorious?

Dr. Baumgardt is a staff lecturer of the National Geographic Society, the American Institute of New York, the League for Political Education of N.Y., and many other notable organizations and universities; is an extensive world traveler and explorer, and a scientist.

The subject selected is "The Romance of Human Progress".

Mark the date on your calendars, Jan. 13th, the Women's City Club Theatre. Tickets only \$1.00 each. Give them for Christmas presents. This lecture will greatly interest your men friends. Mrs. White, as Chairman of Activities, says this will be the one big activity of the year, and 1000 tickets is her goal. It looks easy, with such an attraction.

By taking tickets we can accomplish three things: show your appreciation of Miss Geddes' spirit of club fellowship and service; have a very enjoyable evening; and put our club in fine shape financially. Let's go!

CLUB THEATRE PARTY

A little late, yet not too late to call up Carrie Kennedy for tickets to the Fulton Theatre on Tuesday night, Dec. 2nd. A splendid comedy, and jolly company in our club members. Phone Higate 0844.

AMONG OURSELVES.

Faye Otis Buckley gave us quite a scare by a sudden operation for appendicitis, but all went well, and she is now convalescing at home. We do miss her.

Word comes from our former member, Helen Bergsma Bennett, of the arrival of a little daughter. She is living at Hillsborough, so cannot be with us.

Glad to see Eunice Prichard at a recent meeting. She has been closely confined by the severe illness of her mother for months, but fortunately Mrs. Prichard is recovering.

Our member Mrs. Anna Bauhaben has returned from a visit of several months to her old home in France. How interesting!

Professor Margaret Elliott and Dr. Grace E. Manson, of the University of Michigan, with the co-operation of our National Federation, have been studying problems connected with women in business, and a volume entitled "Earnings of Women in Business and the Professions", written by them, is being published by the University. It is filled with useful and interesting information, and while the list price is \$1.50, in view of the service rendered by our national organization the price to our members is \$1.25. Anyone interested, please communicate with Bird M. Wilson, Court House, Oakland.

Eureka in May, the 16th and 17th, for annual meeting of State League. That's the cry now, so plan to make it part of your vacation. An invitation in verse has been received, which we wish we had space to publish, and not only the business women, but the city officials, service clubs, and entire population are planning for our entertainment. It will be a wonderful trip, and an exceptionally good time. Remember.

In the meantime, the next Quarterly Meeting of the State League will be held in January, in the southland, full particulars of which will appear in the next Herald.

Again our Program Chairman, Mabel Kuss, presents a list of good things for December. Colonel Tupper is a delightful sneaker, and his pic-

tures of our southern neighbors and their interesting country will be most attractive.

Of course it wouldn't be Christmas without our Choral Section, so we shall not be disappointed, and in addition Gladys Barndollar and her team have provided a lovely program, including Alice Zwilling's pageant, with the children, who add the perfect Christmas touch.

Miss Cathcart and her team are indeed to be congratulated on the Thanksgiving entertainment. It was good to see Laura Pinkston directing the program, and a real home-coming to have Zannette Potter with us.

Maude Peterson's unique scheme of table decorations was much admired, and thanks are especially due to the following for the bountiful centerpieces of food: Mr. Shores, of Remar Bakery; Mr. Jacobson and Mr. Sherman of Retail Grocers, 1448 Webster St.; Hanson Coffee Co., 327 Clay St.; Heinz Pickle Co., Mr. Bassett, Calif. Cracker Co. Also, our own members, The Yellow Lantern, for baskets of fruit: Heger & Harris, for goldfish: H. M. Sanborn, Florist, Mr. Rossi of Italian Swiss Colony for grape foliage, and M. Abbott of Western Scenic Co. for scenic properties.

The Herald goes to press too early for the Book Review, but the program promised a real treat. We'll hope for more such programs during the year. "I always think the cover of a book is like a door, which opens into someone's house where I've not been before. A pirate or a fairy queen may lift the latch for me: I never know what sort of folks will be within, you see; and that's why reading is so interesting to me."

CANDY! CANDY!

Cans of our Christmas candy are already at the club rooms, and you will find Mrs. Pattigan there every day until one o'clock to deliver them to you. It's even better than last year, if possible. The entire club membership is assisting the P. O.'s this year in its sale, and sharing in the proceeds, so we hope to increase the number to 1500 cans. If you want a number of cans delivered, just let Carrie Kennedy know, at Court House, Higate 0844.

Continued from page 2

ful surprise in store for the "kids," then their packs would seem lighter and the way not so hard.

They got back two days before Christmas and told Mrs. Jim their secret and gave her a big haunch of venison, as one of the boys who stayed home had been out hunting. She entered into their plans with joy as she had been heavyhearted over the poor Christmas that she felt was in store for her little boys.

Trapper Jim and his wife welcomed their guests early on Christmas Day to their little two-room cabin all gay with fir boughs. The roast was too big for the tiny stove in the kitchen so it was hung from a gun-rod before the cobblestone fire-place in the other room. The big boys, aided by the little boys, kept it turning. As it cooked and browned they told stories and played tricks on one another. The big boys were surprised at the fine manners of their little hosts; how they could read, how they knew all about the birds of the summer time and those of the winter time, and how they could help their father with the furs when he came in from a trip to his traps.

Finally the meat was done to a turn and they all sat down to a Christmas dinner of roast venison, potatoes baked in the ashes, canned tomatoes and dried apple pie. It was a wonderful dinner and they were really a little sorry for all the people who had just ordinary turkey. It was getting dark when dinner was over and two of the guests strolled out. Just as little Jim was saying "Oh mother, I am sure nobody ever had a better Christmas than this" — BANG! went a big explosion, and then a great stamping of feet and a horn blowing. Someone said "Santa Claus!" and all rushed to the door.

"Sure enough Santa Claus! There he stood as jolly as could be, snow on his cap and in his whiskers and wearing a gay coat that looked suspiciously like a mackinaw turned inside out. "Merry, merry Christmas boys, he said, "you live so far away up here in the mountains that I could not get here late so I just set off a stick of dynamite to let you know I had arrived." There before the door stood a beautiful Christmas tree all festooned in strips of red and glistening with silver stars. Great snow flakes were gently falling and a bonfire cast a ruddy glow.

Oh, oh, oh!" shouted the boys, and how they laughed with joy over the Christmas candy that Santa took from his pack, and what delicious ginger snaps! In a moment more two wild little boys were racing around and around the Christmas tree and the bonfire holding antlers over their heads. "Where did you get the lovely stars?" they asked Santa, and he answered, "Oh, I found those over at the big boys' cabin. They had cut them out of tin cans just to help me a little."

No mountain is so high nor snow so deep that the Christ spirit cannot find its way with its glorious message "Peace on earth good will to men." L. P.

JUNIOR JOTTINGS

Tuesday, Dec. 2. Installation of officers will take place at a dinner meeting. The time is 6:15 p. m. and the price is 85c per plate. Reservations must be in by Monday, Dec. 1st, at the latest. Phone the club house for your reservations. This annual affair is always one of our most attractive events and it is hoped a large crowd will attend, plan to bring your friends. The Seniors are very cordially invited to come. The dinner is to be informal. The officers to be installed are: President, Nan Body; Vice Pres., Catherine Molinari; Rec. Sec. Vivian Krueckle; Corres. Sec., Gwendolyn Quinn; Treasurer, Helen West; Auditor, Alice Koudelka; Directors, Alma Kofoed, Genevieve Tocchini, and Harriet Bakewell.

Saturday Night, Dec. 13. Our Christmas Dance. Please note the change to a Saturday night and that bids are required.

Tuesday, Dec. 16. First meeting of the club year and plans will be made for the new term. Work is also to be done on planning a Christmas for our poor family. If you have any clothes that would be suitable to give to the family it is requested that you bring them at this time.

The very latest news is that our past president, Thanet Mellick, became the bride of John Campbell on Saturday, Nov. 29, in Monterey. Thanet is to live in Los Angeles, but we hope that she will make frequent visits to our city and drop in and see us. To Mr. and Mrs. Campbell the club offers every good wish for happiness.

Harriet Bakewell.

**Colonial
Cafeteria Co.**

Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California

ORA EGAN

LINOTYPING

Publications Printing

(Only woman owning and operating
Linotype in Alameda County)

40812th Street Phone Hollday 3200



**CHAPEL OF
MEMORIES**

BROADCAST OVER KFRC
EVERY SUNDAY MORNING
11:30 TO 12:00

TERESINA B. MORGAN, MANAGER

**OAKLAND
CREMATORIUM**

(Oakland Columbarium)

Howe and Mather Streets... OAKLAND

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, January 1, 1931

Number Six

THE BUSINESS AND
PROFESSIONAL
WOMEN

will enjoy

Remar Bread

Try a Loaf Today

Golden Sheaf Remar Co.



A Shop of
Original Gifts

Greeting Cards
Circulating Library

Holiday 2423

Mrs. B. G. Whitaker

Franklin at 19th St.; Oakland



COOLEY & PARKER

PRINTERS

907 Franklin Street, Oakland

Phone GLen. 6513

CALENDAR FOR JANUARY, 1931

HAPPY NEW YEAR TO ALL

LUNCHEON

Thursday, January 8th, 12:15 P. M.

Speaker: Mr. William Haluk

Subject: "Vision and Endurance"

A splendid message to take home with us
Bring guests

Also: Our own Alice Moore will tell us interesting stories
of benefits of Community Chest.

LECTURE

Tuesday, January 13th, 8 P. M.

Women's City Club Theatre. Tickets, \$1.00

Speaker: Dr. B. R. Baumgardt, Staff Lecturer for
National Geographic Society

Subject: "The Romance of Human Progress"

Our most important activity of the year
Presented by our own member,
Miss Lela Geddes

Josephine Swan White, Chairman

This Lecture will take the place of Thursday meeting,
January 15th.

LUNCHEON

Thursday, January 22nd, 12:15 P. M.

Speaker: Mr. Walter G Gastil

Subject: "Investments for Women"

Catherine W. Brown (new member), Chairman

National Thrift Week observance,
presented by our own member,
Meta Mohr

Bring a proverb on Thrift.

DINNER

Thursday, January 29th, 6:15 P. M.

Program arranged by Team No. 9

Mrs. Bela Sias, Chairman

"Satire on Parliamentary Law"

By members of Team No. 9

Play: "So's Your Aunt Anna"

By Dramatic Section, directed by Mrs. Sias

Contralto Solo: Miss Katherine Donahue
of First Baptist Church Choir;

Accompanied by Mrs. Harrison Ward

Phone HOL. 6642 for reservations, and tickets.

BUSINESS WOMENS HERALD

Official Publication of the
**BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.**

Laura E. Pickston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

sued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

President.....Teresina Morgan
Vice-President.....Isabel Dingwall
Secretary.....Edna Stanger
Cor. Secty.....Anne Kennedy
Auditor.....Jessie Frost
Treasurer.....Aino Malinen

Mrs. Della Patigan
Executive Secretary

1608 Webster St. Holiday 6642

DIRECTORS

Faye Otis Buckley
Clara McKenney
Claudine Detoy
Mary Barmby
Josephine Holly
Karen Johnson

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Alma Kofoed.....President
Alice Moore.....Advisor

SIX ROADS TO HAPPINESS

On the threshold of the New
Year Mr. Justice Clark in the
American Magazine, gives six
rules for blazing a trail to hap-
piness, easy for all to follow:

1. Be true to yourself.
2. Make each day your mas-
terpiece.
3. Help others.
4. Drink deeply from good
books.
5. Make friendship a fine art.
6. Build a shelter against a
rainy day.

For the 5th rule we can tell
him there's no better place for
making fine friendships than in
the B.P.W.C.

WHAT IS YOUR NEW YEAR'S WISH FOR OUR CLUB?

Here is what our President and four of our immediately
preceding Presidents wish. Won't you send in yours, that
in the coming year our club life may truly express the de-
sires of its members?

* * * * *

Now that the old year has passed like a long-winged
bird, let us forget the trials and difficulties, and, remember-
ing only the good things, let us turn to the New Year, firm
in our faith that it has much to give. Let us be prepared
for the coming opportunity, with the hope that we will
realize a better and bigger club in 1931.

TERESINA B. MORGAN.

* * * * *

Our club is needed as never before to assist in bringing
back prosperity by sponsoring a fuller realization of spiri-
tual and intellectual values.

Mr. Babson says: "If America's only needs are mate-
rial things, then unemployment and financial failures are
solely economic losses. If, however, spiritual and intel-
lectual values are also of great importance, then it must be
recognized that business depressions have their usefulness
and fulfil an important economic function. The first move
for prosperity is to stop waste and determine to do one's
very best, for when 51 per cent of the people are actuated
by the desire to be of real service, prosperity gradually
returns."

Yours for a Prosperous New Year.

FAYE OTIS BUKLEY.

* * * * *

For the club we all love, I wish a happy year. And to
make it so we must work and play and trade together, as
true friends should. How worth while a club friend is, we
have proved. Might we not make our New Year's resolution
this — To better know our new members.

MARY BARMBY.

* * * * *

My greatest desire for our club is put forth by Mary
Stewart, in "A Collect for Club Women", particularly the last
paragraph, so beautifully expressed in these words:

"And may we strive to TOUCH and KNOW the great,
common woman's heart of us all, and oh, Lord God, let us
not forget to be kind."

JOSEPHINE SWAN WHITE.

* * * * *

My wish is that the fine spirit which animated us during
the birth and growth of our club, the building and main-
taining of our club house, and in the staging of an out-
standing national convention, may bind us still more closely
together during the coming year, and direct our every
activity.

ELLA SAYLOR BROOKS.

OUR NEW HORIZON

The dreams we dreamed a year ago,
We now must lay away;
The lavender of memory
Clings close to us, to-day;
And yet, we know that in our hearts
The joyous bells will ring,
And we'll be waiting, eager-eyed,
For what this year may bring!

CLARA McCULLEY.

A NEW LEAF

He came to my desk with quivering lip —
The lesson was done.
"Dear Teacher, I want a new leaf", he said,
"I have spoiled this one."
I took the old leaf, stained and blotted,
And gave him a new one, all unspotted,
And into his sad eyes smiled,
"Do better now, my child."
I went to the throne with a quivering soul —
The old year was done.
"Dear Father, hast Thou a new leaf for me?
I have spoiled this one."
He took the old leaf, stained and blotted,
And gave me a new one, all unspotted,
And into my sad heart smiled,
"Do better now, my child."

KATHLEEN WHEELER.

REMEMBER!

To secure your tickets at once from Mrs. Patigan at the club, from Mrs. White, or any of the committee, for the lecture on Tuesday, January 13th, at Womens' City Club Theatre.

This is our great event for the year.

Dr. Baumgardt needs no advertising. He is one of the most worthwhile lecturers in the world. Goes from here to Europe to fill engagements, and has 18 engagements in Washington, 21 in Boston, 31 in New York, 24 in Chicago, and so on.

As explained in the December Herald, Miss Lela Geddes is presenting this splendid feature to us without cost to the club, as her contribution. It is our opportunity to finance all our activities for the year from this event, and to enjoy a very fine lecture ourselves.

Invite your friends. It will be a graceful way of returning courtesies, especially to your men friends.

Our programs for January are in keeping with the part we, as business women, play in the community life.

On the 8th we will have an opportunity to get at first hand some vital facts about the Community Chest. Alice Moore will not only tell interesting stories in its connection, but answer our questions, that we may be ready to answer all criticisms of its opponents.

And Mr. Haluk will give us an entirely different inlook into the spiritual lives of the Rus-

sian people, from his personal and intimate knowledge of them.

This meeting will be rich in content, giving much to think about in the new year.

Our National Federation requests us to observe Thrift Week from January 17th to 23d, and at this time of economic depression it is most fitting that we give the subject thought. Miss Emilie H. Burcham, of the national organization, has presented an outline of programs, and our own Meta Mohr will interpret it for us at our meeting on the 22d.

The Thrifty Business Woman, she says,—

Earns Energetically,
Saves Systematically,
Invests Carefully,
Shares Generously,
Insures Sufficiently,
And Makes Her Will.

Hunt up a proverb on "Thrift" to contribute on that day.

And what fun we will have on the evening of the 22d. We're going to play more in 1931, that's decided upon, and here's a fine beginning. What is more interesting than a play by our own members. This one sounds very jolly, and knowing Mrs. Sias' ability, what more need be said?

How we do miss Bessie Wood Gustason, who has moved away from Oakland to their ranch near Stockton. She says they are delightfully situated there, and promises to come in and

visit us often. We know it has long been a dream of hers to retire to the country, but how can we spare her?

During the candy sale and around the holidays many little groups of our club members might be found at lunch time, either at the Y.W.C.A., the Colonial or the Cock o' the Walk, enjoying a little visit and talking over club matters. We miss the cafeteria, and the opportunity to have a chat with each other or attend to a little business. Your editor's dearest wish is that the Club might own the building, using as much of it as possible for club purposes, and become the important body that it can be in the community.

CONDOLENCE

We are grieved, indeed, that a note of sorrow has crept into the life of one of our club members longest with us, in the passing away of the mother of Eunice Prichard. After a long illness she seemed recovering, but it was not to be. We can only say to Eunice that our hearts are with you, and hope that you may be comforted in the memory of your faithful and devoted care given to the loved one.

Word comes that Mae Wilkin has returned from "across the pond" and will be in Florida this winter.

The candy sale was a great success, over 1100 cans having been sold. Full returns are not in yet, but that much is assured. And didn't it taste the best this year, ever? Carrie Kennedy is still selling it; says it's a habit now, and can't be broken.

HUM TO HUMBOLDT

This is the call for the annual convention of our State League of B. P. W. C. in Eureka, in May.

In the heart of the redwoods they are eagerly planning for our entertainment, and to have a splendid "get-acquainted" time among the business women of the State.

They say they want to show us the Giant Redwoods, the beautiful Lagoons, Mountains, Rivers, Marine Views, and Ocean Beaches.

So plan to make that part of your vacation.

JUNIOR JOTTINGS

Tuesday, Jan. 6. At this important meeting all members are requested to be present. The program for the new year is to be announced, so plan to attend and learn what your club is to enjoy during the coming year. Our new president, Nan Body, will preside and she is expecting you to cooperate 100 per cent.

Tuesday, Jan 13. Plan to attend the lecture sponsored by the Senior Section. The speaker is Dr. B. R. Baumgardt, staff lecturer of the National Geographic Society, the American Institute of N. Y., and the League of Political Education of N. Y., and his subject is "The Romance of Human Progress".

The lecture is to be given in the Women's City Club Theatre, the tickets being \$1.00 each. We must cooperate with the Seniors in making this a successful affair for them.

Saturday night, Jan. 17 The Snowball Frolic, in other words another Junior Dance Alma Kofoed is chairman and she is planning many novel stunts for the affair. Remember the ruling concerning dance bids.

Tuesday, Jan. 20. A membership social with our membership chairman, Frances Kofoed, in charge. At this time prospective members will be entertained, plan to bring several eligible girls.

Our deepest sympathy goes to Mr. and Mrs. W. Braunwarth in the loss of their daughter, Fern. Fern was a Junior for several years and only recently resigned. Her death comes to us as a great shock.

Harriet Bakewell,
Publicity Chairman.

MORE SCOTCH

Two old miners, an Irishman and a Scotchman, were living together and prospecting away up in the mountains, far from other people, and in the lonely evenings fell to arguing over the respective merits of Scotch and Irish whisky, each having his own bottles. They never could agree. In their loneliness they had made a pet of a little mouse that crept out to be fed

each night, when the fire was getting low. So one night when the quarrel was more violent than ever, Pat said, "Well, Andrew, let's leave it to the mouse to decide which is the best."

Andrew agreed. And that night when the mouse crept out cautiously, Pat poured a few drops of Rye on the floor. The mouse drank of it, scampered around a few moments, then one ear went down, then the other, and then the tail flattened out on the floor, and it dragged itself nearly back to its hole.

On the next evening Andrew poured out a few drops of Scotch. The mouse drank of it. It scampered around and around, faster and faster, and finally came out in front of the watching men, stood up on its hind feet, cocked one ear up, and then the other, the tail curled up over its back, and rubbing its front feet (or hands) together, piped out, "Now bring on your d——d old cat!"

HELPING LAME DOGS

Do the work that's nearest
Tho it's dull at whiles;
Helping when we meet them
Lame dogs over stiles;
See in every hedgerow
Marks of angels' feet,
Epics in each pebble
Underneath our feet.

Charles Kingsley.

Southern California (home from a vacation trip out of the State): Ahhh! Doesn't the old bus ride nice, now that we've got the tires filled again with this wonderful Los Angeles air! —Ed Laval Monthly.

The Ford Taxi suddenly came to a halt in the middle of the street.

"What is the matter?" called the man from the back seat
"I thought the young lady said 'stop,'" answered the chauffeur.
"Well, she wasn't speaking to you, was she?"

A couple of citizens who had been quaffing flagon after flagon were bowling merrily along the highway. Suddenly one of them cried: "Shay, look out where you're steering!"

The other replied: "Migosh, ain't you drivin'?"

MR. FIXIT

Forgetful husband to friend:
"I want you to help me. I promised to meet my wife at 1 o'clock for luncheon and I can't remember where. Would you mind ringing her up at my house and ask her where I am likely to be at that time?"

"Pa, does the Lord own a Buick Eight, too?"

"Great Scott, no son. Whatever put that into your head?"

"Well, at Sunday school we had a hymn that went, 'If I love Him, when I die, He will take me home on high.'"

A suggestion for Christmas: Why not one of our emblem pins? Ask Freda Smith.

"And how is your husband getting on with his reducing exercises, Mrs. Nuequids?"

"You'd be surprised — that battleship 'e had tattooed on 'is chest is now only a rowboat!"

Colonial Cafeteria Co.

Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California

ORA EGAN

LINOTYPING

Publications Printing

(Only woman owning and operating
Linotype in Alameda County)

40812th Street Phone Hollday 3200



CHAPEL OF MEMORIES

BROADCAST OVER KFRC
EVERY SUNDAY MORNING
11:30 TO 12:00

TERESINA B. MORGAN, MANAGER

OAKLAND CREMATORIUM

(Oakland Columbarium)

Howe and Mather Streets... OAKLAND

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, February 1, 1931

Number Seven

THE BUSINESS AND
PROFESSIONAL
WOMEN

will enjoy

RemarBread

Try a Loaf Today

Golden Sheaf Remar Co.

NOTICE

Choral Section is resuming meetings at the home of Mrs. McKenney, 669 11th St., every Monday evening.

Dramatic Section meets at same place.

Individual Instruction

in

Contract Bridge
Work's Method
Simplified

Florence R. Moulton

1070 Warfield Avenue

Phone TEmplebar 9149

CALENDAR FOR FEBRUARY, 1931

LUNCHEON

Thursday, February 5th, 12:15 P. M.

Speaker—Mrs. Frederick Colburn

Subject—"The Outlook for the Coming Year"

LINCOLN DINNER

\$1.00 Per Plate

Thursday, February 12th, 6:15 P. M.

Speaker—Dr. S. L. Katzoff

Subject—"The Definition of Success, and its Attainment"

Soloist—Mrs. Herbert C. Smith, Contralto

Poem read by Mrs. Bela Sias

Patriotic Community Singing

Civil War Veterans guests

Chairman—Mary Campbell. Arrangements by Programme Committee

WASHINGTON PARTY DINNER

\$1.00 Per Plate

Thursday, February 19th, 6:15 P. M.

Program arranged by Team No. 10

Chairman—Alice Moore

Minuet—Dances and Games

Anyone who has old-fashioned costume please wear it

DINNER

\$1.00 Per Plate

WEDNESDAY (not Thursday) Feb. 25th, 6:15 P. M.

Speaker—Lutie E. Stearns, of Milwaukee, Wis.

National Federation B. P. W. C.

Subject—"The Power of United Womanhood"

BOOK REVIEW

Saturday, February 28th, 2 P. M. Garden Room

Current Events, Mary Campbell

New Books, Anne Kennedy

Reading—Jessie Eckles

"The Wanderer", by Masfield,

Poet Laureate of England

Program arranged by Mary Barmby

and Josephine Swan White

Phone HOL 6642 for reservations, luncheon and dinners

BUSINESS WOMENS HERALD

*Official Publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.*

Laura E. Pinkston...Editor & Bus. Manager
Bird M. Wilson...Associate Editor
1608 WEBSTER ST. Hol. 6642

OUR PRESIDENT SAYS:

Your President and several of our members attended the Emblem Ceremony at Alameda last Tuesday evening. This ceremony is very inspiring.

Dr. Morse made a splendid talk on Managing Prosperity — wish all of our members could hear it.

In talking with Dr. Morse about the problem of new members — she suggested that the best way to increase our membership would be to have each member bring in one friend as a member. If this plan were adopted, our membership would be immediately doubled and perhaps with this the dues may be lowered to \$12.00 a year.

Of course you're planning to go to Santa Cruz February 14th to attend the Quarterly Meeting of the State League. Perhaps we can arrange a caravan. It's a lovely trip, and we can have lots of fun. Marion Dougherty is chairman of reservations. Hotel Palomar will give us special rates. The opening banquet is Saturday evening, with Round Table discussions Sunday morning. Home in the afternoon.

Isn't it lovely that we're to have another Book Review?

Every program this month is more than worth while. We can't miss one.

Remember that the last one is on Wednesday instead of Thursday, to accommodate the national speaker, Miss Lutie Stearns. She is very prominent in the national organization, a delightful personality, and magnetic speaker. General discussion will follow, and a social hour. Bring prospective members and men friends. Miss Stearns is speaking before many men's clubs on her western tour.

National Business Women's Week, March 8th to 14th, will be observed at a joint meeting of Juniors and Seniors, when every member will be asked to dis-

Continued on page 4

KEEP THIS ISSUE OF THE HERALD

"HERE THEY ARE"

Every organization exists because of the common ideals, the common purpose of its members. In our club it is "Fellowship and Service". To have fellowship we must know each other. To have service we must know where to find each other, and what we are doing. A club also signifies co-operation. This co-operation is not only for the benefit of the community, but for the benefit of each other. So when we want to buy some article, or obtain a certain service, let us first see if we have a club member who can furnish it. Keep this list handy for frequent reference:

Alford, Joan

3527 Telegraph Ave.
PI. 5924-M—LA. 1111
Accountant—H. C. Capwell Co.

Artieda Mrs. Helen Sweet

1000 Elbert St., Oakland
321 Thayer Bldg.
FR. 6033-W—HI. 2836
Ex. Secty. Pub. Welf League

Baird, Jean D.

467 34th St., Oakland
HU. 6625—GL. 0789
County Librarian

Bakewell, Edith M.

420 Bellevue Ave.
HO. 0244—HO. 8025
Bkpr & Cash West. Casket Co.

Barnby, Mary

20 Hillcrest Road, Berkeley
OL. 4040—GL. 0789
Librarian

Bauhagen, Mrs. Anna

856 Trestle Geln Road
HI. 3342—GL. 1957
Laundry—Union Pacific Ldry

Beach, Miss Anne E.

431 Pac. Mut. Bdg., Los Angeles
Assistant Secretary

Beaumont, Miss Elsie

316 Howard Avenue, Oakland
HUM. 6627
Board of Education—Teacher

Bradley, Sue M.

1925 Castro Street
LA. 6545—
Druggist—Bookkeeper & Steno.

Brooks, Saylor, Ella

2700 Washington St.
AL. 2804—AL. 0314
Wholesale Candy Mfrg. Pres.

Brown, Mrs. Catherine Walton

1220 Central Bank Bldg., Oak.
GL. 7676—LA. 1069
1461 Alice Street

Brunquist, Miss Lea

4659 Benevides Ave.
FR. 6330-W—HI. 1136
Underwriter—N. Y. Life. Ins.

Buckley, Faye Otis

863 Vermont St.
GL. 6304—HI. 1511
Part Owner—Otis File & Office Furniture Co.

Bullard, Mrs. Frank

596 19th St., Oakland
PI. 5412
Owner—Bullard's Real Estate

Bunker, Mrs. May

329 49th Street
OL. 1224
Owner—Tech. Beauty Shoppe

Burckhalter, Mrs. Rose B.

5863 Chabot Road, Oakland
OL. 1124
Member of Board—Bd. of Edu.

Burnell, Mrs. Alice T.

5507 College Ave., Berkeley
PI. 4212-J—HI. 0847
Court Reporter—Court House

Bussell, Florence B.

11 El Camino Real, Berkeley
BE. 6789-W—GL. 1242
Supt. of Nurses—Bd. of Edu.

Buxton, Edna

155 East Ohio St., Chicago, Ill.
Secty & Off. Mgr.
The Magnavox Company

Buzzalino, Rose

1332 Peralta St., Oakland
LA. 3002—LA. 2120
Owner—Buzzalino Shp

Campbell, Mary M.

30 Grand Ave.,
LA. 3311
Retired.

Carter, M. Maude

2213 Russell St., Berkeley
BE. 3862-W
Scalp and Facial Specialist

Cathcart, Olive

3476 Piedmont Ave., Oakland
PI. 0731
Secty-Bkpr—Albert Brown Co.

Chalmers, Miss Margaret L.

3539 Kingsley St., Oakland
ME. 3665—GL. 1740
Reg. Nurse—Dr. W.H. Strietman

Chalmers, Miss Susanne M.

3539 Kingsley St., Oakland
ME. 3665—GL. 1921
Scty-Treas.—Central Const. Co.

Clevenger, Anna L.

3027 Capp Street, Oakland
AN. 3532—LA. 0567
Escrow Clerk and Cashier
Central Title Co.

CLOW, Miss Elizabeth K.

1639 4th Ave.
HO. 9737—HI. 1214
Pres.—Weelo Clow Co. Inc.

Cooley, Dora B.

4103 Terrace St., Oakland
PI. 0243-W—GL. 8560
Shorthand Reporter

Cooper, Elizabeth P.

1805 8th Ave.
GL. 8232—LA. 1578
Principal—Oak. School Dept.

Cooper, Mary A.

729 Jones St., San Francisco
OR. 2432—HO. 9847
Owner—Coopers' Canary Store

Cross, Elsie

1485 Alice Street
LA. 1601
Lecture and Concert Manager

Crowder, Mrs. May

1776 Excelsior Ave., Oakland
FR. 7070-W—GL. 1717
Winsor Real Estate Co.

Cushing, Miss Eloise

824 Cleveland Avenue
GI. 2303—JA. 8419
Attorney—Court House

Davidson, Mabel Saylor

1648 Versailles Ave., Alameda
AL. 4997-M—AL. 0314
Vice-Pres.—Miss Saylor's Choc.

Detoy, Miss Claudine
1922 Castro St., Oakland
LA. 7799—GL. 7348
Secty—Drs. Sargent & Van Nuys

Dingwall, Isabel W.
116 ake Street
LA. 3970
Secty—University Guild

Dockery, Ellen G.
4103 Terrace St.
PI. 0243-W—PI. 0162
Manager—Fabiola Hospital

Dougherty, Marion E.
3930 Clarke St.
PI. 4030-M—LA. 5524
Owner—Bead Stringing

Edmonds, Mrs. Emilie J.
5468 Locksley St., Oakland
PI. 5158-W—HO. 1514
Owner—E. J. Edmonds Shoppe

Egan, Ora
309 Oakland Ave., Oakland
HO. 7200—H. 3200
Owner—Commercial Linotyper

Escoffier, Miss Victoria
700 21st St., Apt. 1, Oakland
LA. 3650—HO. 6565
Off. Mgr.—Bekins Van & Stor.

Farrar, Theresa W.
5616 Adeline St., Oakland
OL. 1748
Selling Life Ins.—N. Y. Life

Fenton, Mrs. Metta May
4099 Howe Street, Oakland
PI. 0064
Owner—Fenton's Creamery

Flynn, Ella M.
1029 Oak St., Oakland
LA. 7057—HI. 0121
Asst. Probation Officer—Ala. Co.

Forbes, Clara D.
2406 Monticello Ave.,
LA. 7200
Mgr.—Whitthorne & Swan
Cosmetician

French, Cecile I.
678 62nd Street, Oakland
OL. 9680

Frost, Jessie E.
4124 Emerald St.
PI. 3604-R—HI. 4253
Secty & Auditor—W.O. Morgan

Frye, Miss Georgianna
Harrison Apartments
GL. 7700—
Lame Duck's Exchange
The Whole Thing

Fulton, Bethia H.
1544 13th Ave., Oakland
FR. 3744-W—GL. 1242
Secty—Dept. Health Develop.
Oakland Board of Education

Geddes, Miss Lela C.
1540 Margarito Drive
Claremont Pines, Oakland
OL. 4334

Goodwin, Esther S.
3312 Broadway
LA. 8891—HI. 0844-Loc. 3
Secty—County Auditor

Graham, Mrs. Marcella B.
4130 Gilbert St.,
HU. 6553—LA. 3600-Local 94
Deputy Registrar—Health Dept.

Graves, Marie S.
7862 Lockwood
TR. 4387—HI. 0201
Registrar—Heald College

Guber, Mrs. Mary B.
26 Ronada Ave., Piedmont
HU. 0630
Milliner

Gustason, Bessie Wood
P. O. Box 343, Stockton, Calif.
Owner—Farming

Hall, Mrs. Carrie E.
4152 Randolph Ave.,
FR. 7017—LA. 2711
Oakland California Towel Co.
Secty & Vice President

Hall, DeVine Lulu
6131 Doncaster Place
HU. 6391—GL. 0128
Dr. Lemuel P. Adams
Trained Nurse; Office Mgr.

Hammond, Jennie M.
Hotel Coit
HO. 2660—LA. 1806
Prop.—Colonial Cafeteria

Havlin, Iva W.
177 Ridgeway Ave.,
HU. 8492—HU. 0523
Owner—Pied. Beauty Parlor

Heineman, Mrs. Catherine M.
2935 Telegraph Ave., Oakland
HO. 5700
Truman Undertaking Co.
Lady Attendant & Hostess

Holly, Josephine E.
3011 High treet
FR. 8495-J—LA. 7200
Whitthorne & Swan
Personnel Director

Holmes, Mrs. Martha
562 Appar St., Oakland
PI. 7084-J—HI. 1590
Owner—Surgical Corsets

Hoobin, Mrs. Nancy
509 40th St., Oakland
HU. 4522—HO. 6600
Supt. The Bedel Co.

Horner, Miss Edna M.
2053 Rosedale Ave.,
FR. 1528—GL. 0544
Donohue, Hynes & Hamlin
Private Secty & Notary

Ihrig, Anna
2122 Santa Clara Ave., Apt. 101
AL. 4539
Manager—Thorpe & Ihrig

Irons, Caroline E.
3831 Mera St.,
FR. 0778-W
Piano Teacher

Irwin, Mrs. Alice
610 24th Street, Oakland
HI. 3637

Johnson, Miss Karin
1331 East 27th St.
ME. 2044—GL. 8800
Secty to Vice President
Central National Bank

Kennedy, Mrs. A. C.
2201 Harrison Blvd.
LA. 1055—TE. 9005
Owner—The Grey Shop

Kennedy, Anna P.
1192 Arch Street, Berkeley
ASH. 1898—PI. 8506
Librarian—Pub. Health Center

Kennedy, Carrie P.
30 Grand Ave.
Shorthand Reporter—Sup. Crt.

Kibbe, Minora E.
1805 Fruitvale Ave.
AN. 3030—An. 3030
Owner—Minora Kibbe, M. D.

Killey, Miss Lorene
451 Wayne Ave.
GL. 0502
School Dept. of Alameda Co.
Rural School Supervisor

King, Josephine
30 Grand Ave.
FO. 8863
Modiste

Kirkendall, Amy M.
664 30th St., Oakland
LA. 0653—GL. 2470
Bookkeeper—A. Paladini, Inc.

Kirkland, Alice G.
3320 Randolph Ave.
AN. 3973—HU. 4000
Librarian—Merritt Hospital

Kruger, Hermine
3281 Central Ave., Alameda
AL. 3002-J
At present—Social Service

Kuss, Miss Mabel E.
570 Oakland Ave.
PI. 6592-W—AS. 3704
Special Representative
Sunset Mausoleum Association

Lignell, Miss Anna A.
3965 Linwood Ave.
FR. 7213-J—HO. 9000 - 271
The Pacific Telep. & Teleg. Co.
Division Traffic Personnel Sup.

Little, Miss Mabel
415 49th St.,
OL. 5806—GL. 6365
Owner & Director—Oak. Lab.

Lyon, Grace C.
669 Alma Ave., Oakland
HO. 6263—GL. 7900
Fin. Secty—Y.W.C.A.

Maiden, Georgia M.
435 Lee St., Oakland
HO. 4968—HO. 5800
Maiden, Rittigstein & Co.
Director - Secretary

Maiden, Mary A.
435 Lee St., Oakland
HO. 4968
Christian Science Practitioner

Maletton, Miss Grace E.
902 Rose Ave., Piedmont
PI. 2975—GL. 9600
Secty to President—Bk of Italy

Malinen, Aino
1431 Jackson St.
TE. 8855—AN. 1262
Columbia Phonograph Co.
Off. Mgr. & Bookpr

MacGibbon, Mrs. Elizabeth
2280 Pacific Ave., S. F.
Fillmore 0647

Martin, Mrs. Lois
3210 West St.
LA. 1501
Office Mgr.—Arrow Towel Co.

McCleneghan, Josephine H.
538 22nd St.
Owner—Real Estate

McGilvery, Ella M. D. O.
562 28th St.
LA. 6071—HO. 2927
Osteopath & Physician

McKenney, Clara
669 11th St., Oakland
LA. 0073—LA. 1111
H. C. Capwell Co.
Mgr. Alteration Dept.

Melanson, Coral M.
381 Oakland Avenue
PI. 1478
F. J. Lyman
Bookkeeper—Real Estate

Miles, Miss Daisy
439 49th Street
PI. 6459-J

Mitcheltree, Mary Lota
467 34th St., Oakland
HU. 6625—GL. 0789
Library Asst. Ala. Co. Library

Mohr, Meta C.
2437 Bay Island Ave., Alameda
AL. 4223-W—GL. 5280
Mgr. School Savings Dept.
Farmers & Merchants Sav. Bk.

Moore, Alice G.
266 40th Street
HU. 5283—GL. 7900
Community Relations Secty.

Morgan, M. DeNeale
Box M. Carmel by the Sea
Artist

Morgan, Mrs. Teresina B.
415 Pala Ave.
HU. 7403—PI. 1288
Mgr. Oakland Crematorium

Murray, Beth Wenzel
1431 Jackson St.
LA. 1111
Cosmetician—H. C. Capwell Co.

Myers, Mollie
1075 8th Street
HI. 3677—LA. 1111
Milliner—H. C. Capwell Co.

Ogden, Mrs. M. K.
201 Santa Rosa Ave., Oakland
PI. 0456
Nurse

Osborne, Alice L.
1042 Excelsior Ave.
ME. 5746—PI. 5300
Secretary—Plymouth Church

Otis, Mrs. Pauline D.
863 Vermont St.
GL. 6504—HI. 1511
Otis File & Off. Furniture Co.
Part Owner

Perata, Mrs. Laurence
3628 Laurel Ave., Oakland
AN. 2261—GL. 2846
International Ins.
Nationality Worker

Petersen, Maud E.
1976 Franklin
HO. 2568—GL. 2131
Off. Mgr.—Harry G. Williams

Phillips, Jessie M.
22 Domingo Ave., Berkeley
LA. 1111

Pinkston, Mrs. Laura E.
2932 E. 16th St., Oakland
FV. 1396-J—LA. 7900
Dist. Secty.—Assoc. Charities

Post, Dr. Iva M.
Sequoiah Hills, Oakland
SW. 2736
Partner—Post System for Feet

Potter, Zannette William
1331 Castro St.
HI. 0232
Teacher

Prichard, Eunice G.
106 Maxwellton Road, Piedmont
HU. 1107—HI. 1136
Underwriter—N. Y. Life Ins.

Radil, Miss Rudolphine
3316 Greenwood Ave.
ME. 1349

Professional Singer

Rae, Miss Elsie G.
516 Apgar St., Oakland
HU. 8625—HU. 3588
Off. Mgr. Lincoln Motor Car

Ramey, Beatrice
4117 Allendale
AN. 0327—LA. 0283
Owner—Women's Food Exch.

Randall, Mrs. Delena
381 51st St.
PI. 7139-R—GL. 5577
Off. Mgr.—H. M. Lawrence

Reid, Mrs. J. E.
1725 Alameda Ave., Alameda
AL. 6761-W

Ritchie, Mrs. Ernestine P.
696 29th St.
HO. 3725
Asst. Cashier—Crane Company

Rogers, Mrs. Clo Harris
2629 Dwight Way, Berkeley
BE. 6102-R—GL. 8808
Clerk Credit Dept.—Cen. Nat. Bk

Rucker, Mrs. Catherine
2100 7th Ave.
GL. 9248

Ryan, Mrs. Ann T.
231 Athol Ave., Oakland
GL. 5880—BE. 0132
Nurse—Berk. Gen. Hospital

Rutter, Eva Stromberg
19 Estrella Ave., Piedmont
HU. 5101

Saunders, Mrs. Jeannette
2959 Linden Ave., Berkeley
BE. 8796-W

Scott, Jessie D.
5105 Dover St.
OL. 1143—OL. 1143
Supt. Childrens Hospital

Schmits, Miss Louise
481 44th St.
PI. 4981-W—LA. 3600 Local 100
Nurse—City Health Dept.

Schuler, May M.
621 Excelsior Ave.
GL. 5430—LA. 3509
Notary—Pub. Steno. Stenotypist

Shade, Miss Nettie
6025 Harwood, Oakland
OL. 1163
Teacher in High School

Sharwood, Thyra M.
2808 Woolsey, Berkeley
OL. 6810
Teacher—Board of Education

Sherman, Miss Elisabeth M.
964 18th St.
HI. 3874

Shields, Lillian, M. D.
121 Wildwood Garden Ave.
PI. 2008—LA. 7287
Physician & Surgeon

Sias, Mrs. B.
854 55th St.
HU. 7455
Teacher & Reader Dramatics

Smith, Miss Freda
3027 Capp St.
FR. 3362-R—GL. 6070
Dept. Mgr.—A. F. Edwards

Stanger, Mrs. Edna A.
2986 Northwood Dr., Alameda
AL. 4030—HI. 0770
Secty.—Rhodes, Jamieson Co.

Stedman, Blanche E.
3871 Howe St.
HU. 1197
Teacher—Board of Education

Steen, Hazel
603 Calmar Ave.
GL. 9723
Court Reporting
Oakland Justice's Court

Stoltz, Elsie O.
325 Park View Terrace
LA. 2270
Owner—The Yellow Lantern

Swager, Dr. Luella Stone
3785 Harrison St.
PI. 0846—GL. 3746
Physician & Surgeon

Talbot, Mrs. Sadie E.
2636 Stuart St., Berkeley
BE. 0622-J—HI. 2500
Saleslady—Roos Bros.

Thomson, Mrs. Ann J.
1611 Thousand Oaks Blvd., Bk.
BE. 3446—GL. 8800
Secty.—Central National Bank

Towne, Lena
1451 28th Ave.
LA. 1111—AN. 2067
Buyer—H. C. Capwell Co.

Viganego, Mrs. Beatrice
439 Moss Ave.
OL. 6924

Whitaker, B. G.
1521 Madison St.
HO. 2423
Owner—The Copper Shop

White, Mrs. Josephine Swan
663 11th St.
HO. 4552
Teacher of Piano & Speaking

Wishart, Mrs. Nell B.
1514 11th Ave., Oakland
ME. 1251—FR. 0511
Bkpr & Cash. Grant D. Miler

Wilkin, Miss Mae B.
Box 211, Boca Raton, Florida

Wilson, Miss Bird M.
315 East 19th St.
GL. 5888—HI. 0844
Court Reporter and Attorney

Wythe, Dr. Margaret
3154 College Ave., Apt. 3
OL. 3664—GL. 1242
Asst. Director—Health Dept.
Oakland Schools

Zwillinger, Miss Alice
2315 23rd Ave.
AN. 0922
Teacher of Dancing

play her wares, advertise her business, or describe her work. Exhibitions may be arranged. Ask Mrs. Patigan for details. Also, store window displays are in order. In past years our largest stores have had notable exhibitions and observance of

woman's part in the business.

We give a hearty welcome to three new members this week, Lena Towne, Beth W. Murray, and Joan Alford, all of H. C. Capwell's.

The Baumgardt Lecture was greatly enjoyed, and we look forward to more of them next year. 250 tickets were sold; the expenses were \$145, leaving a net profit to the Club of \$105.

Carrie Kennedy has been confined at home for the past two weeks, with a broken bone in the foot. She says all hours are visiting hours for club members. Address, 30 Grand Ave.

Dr. Shields received a broken arm in an automobile collision, but is keeping up her practice, with the aid of a chauffeur to manage the car.

Mrs. McClenegan has returned from a visit to friends in Los Angeles.

Mrs. Dingwall is visiting in San Diego.

Mary Barmby is also in the south, attending a District Library meeting.

We all remember the pleasure given us at one of the Sunday afternoon meetings last year when Mrs. Mary Drake, mother of our Choral Leader, Mrs. LeRoy, played the piano so beautifully on her 90th birthday. Word has just come of her passing away. We sorrow with Mrs. LeRoy, but are happy to share the lovely memory of her.

Miss Georgia Maiden, Chairman of Membership Committee, announces three prizes to be given at installation meeting this spring, for those bringing in the most new members, one from the Yellow Lantern, one from The Copper Shop, and one from another Art Store. Who doesn't want that prize?

JUNIOR JOTTINGS

Feb. 3. Tuesday. Important business meeting. Many things of vital interest to members will be brought up, including an important change in the club by-laws.

Feb. 14. Saturday evening. "Danse des Coeurs" — sounds very interesting, doesn't it? Alice Koudelka is chairman.

Feb. 1. Tuesday evening. The bridge party for you, your friends, relatives, sweethearts, boy friends, and anyone else who cares to come. Oh, yes, of course there will be prizes! Tickets 50c.

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, March 1, 1931

Number Eight

THE BUSINESS AND
PROFESSIONAL
WOMEN

will enjoy

Remar Bread

Try a Loaf Today

Golden Sheaf Remar Co.



A Shop of
Original Gifts

Greeting Cards
Circulating Library

Holiday 2423

Mrs. B. G. Whitaker

Franklin at 19th St.; Oakland

Miss Saylor's

Chocolates—Special Packages
for Easter and Mother's Day

Ella Saylor Brooks
Mabel Saylor Davidson
Owners

CALENDAR FOR MARCH, 1931

LUNCHEON

Thursday, March 5th, 12:15 P. M.
Quarterly Business Meeting.
Interesting Reports.
Allotment of Space in Advertising Show.

DINNER AND ADVERTISING SHOW

Thursday, March 12th, 6:15 P. M. \$1.00 per plate
In Observance of Business Women's Week.
Exhibition by Club Members.
Greatest Show on Earth arranged by Faye Otis Buckley
and her Marvelous Committee.

Ring Shows directed by Maud Petersen, "The Spirit
of Advertising".

Aerial Performance directed by Aino Malinen.

Fashion Show. Humorous Skits. Clever Stunts.

Bring Guests to Dinner. Invite Everybody who can't
come to dinner to come at 8 o'clock, admission
25 cents.

LUNCHEON

Thursday, March 19th, 12:15 P. M.

Speaker: Mr. Samuel Hume,
former Director of Greek Theatre, U. C.
Subject: "Art and Education".

DINNER

Thursday, March 26, 6:15 P. M. \$1.00 per plate.
Program arranged by Team No. 11, Anna L. Clevenger,
Chairman. "Skool Dase. Skool Dase."
"We're goin' to ware our skool klose 'cause the Skool
Ma'am 'll be here, an' Pa and Ma shud dres up, to."
"Sprises". Prizez fur the pretiest an' funiest dres.
Make reservations for all with Mrs. Patigan, HO. 6642.

BUSINESS WOMENS HERALD

*Official Publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.*

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

President.....Teresina Morgan
Vice-President.....Isabel Dingwall
Secretary.....Edna Stanger
Cor. Secty.....Anne Kennedy
Auditor.....Jessie Frost
Treasurer.....Aino Malinen

Mrs. Della Patigan
Executive Secretary

1608 Webster St. HOLIDAY 6642
SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Nan Body.....President
Alice Moore.....Advisor

NOTICE

On Monday evening, March 23rd, Lena Madesin Phillips, President of the International Federation of Business and Professional Women's Clubs, will lecture in Berkeley, at the Women's City Club Building, sponsored by the Berkeley B. P. W. Club. Tickets \$1.00. We remember Miss Phillips as a very fine speaker, and will be assured of an interesting evening, besides honoring our distinguished guest.

NOTICE—The Directors of our club request all chairmen of committees or others to secure a purchasing order from Mrs. Patigan before making purchases or ordering repairs resulting in any expense to the club.

TELL IT TO THE WORLD!

1260 communities in cities stretching from the Atlantic to the Pacific and from the Great Lakes to the Gulf will unite in observance of Business Women's Week, March 8th to 14th.

Four years ago our National Federation inaugurated this form of advertising our organization, at the Convention in Oakland, and it has now grown to be a recognized feature. This year 1260 local clubs, 47 state federations, representing over 60,000 members, will stage various advertising programs.

In many places a Public Relations Dinner will be featured, uniting all service clubs, and the challenging question will be asked, "What has been the contribution of service clubs to the welfare of our country?" The responses to this question will be tabulated at the headquarters of the National Federation.

Radio broadcasts will be made by local and national women. March 10th, Elizabeth Sears, author, journalist, and our chairman of International Relations, will speak over Station WABC on "The New Order in Public Relations", 3:45 P. M. eastern time.

March 11th, 2:30 P. M. eastern time, Dr. Lillian Gilbreth, famed efficiency engineer, and Chairman National Research, will speak on Women and Unemployment, over Station WEAF.

March 11th, 6 P. M. eastern time, Mary Anderson, Director of Women's Bureau, U. S Department of Labor, speaks on Women in Government Service, at Station WRC.

March 12th, 8:45 P. M. eastern time, Esther Ogden, Executive Secretary Foreign Policy Association speaks over Station WABC on "Working Towards International Good Will".

And on March 13th, 2:30 P. M. eastern time, over Station WIZ, our National President Marion McClench, speaks on "Business Women of 1931."

Now here's a chance for all radio fans to tune in.

In other places the educational feature will be accented, especially adult education, and vocational experts will speak at many meetings.

Exhibitions of business equipment, and of the work of women will be held.

In our own club house an opportunity is given to each club member to advertise her business or profession. Booths will be arranged in the auditorium with most interesting exhibits. During the dinner Radio Artists of note will entertain, and various stunts and surprise programs will be presented through our own Maud Petersen, as "The Spirit of Advertising."

Here is our chance to tell the world what we represent in the business and professional world. Invite your employers, your friends, and your friend's friends. And don't forget to arrange for your exhibit.

HARRY G. WILLIAMS
FUEL OF ALL KINDS

Everything for the Garden

1976 Franklin St. GL. 2131

Rep. by Maud E. Petersen—Club Member

Central Title Co., Ltd.
**Title Insurance and
Certificates**

1436 Webster St. LAke. 0567

Rep. by ANNA L. CLEVENGER

Club Member

The Truman Company
2935 Telegraph Ave.
HOLLiday 5700

Represented by
Mrs. Catherine M. Heineman
Club Member

READ THIS

We are all on the qui vive for the exhibition on March 12th, our first. At this time 30 exhibitors have taken space and more will come in. The exhibits will be eye-openers to some of us, to see what our members are doing, and the entertainment program is full of joyous surprises. Both senior and junior clubs will co-operate in this show.

Through the courtesy of MacGregor & Ingram, Inc., of San Francisco the radio stars "Sambo and Ed" will entertain. Their fine voices, playing, singing and dancing have won highest approbation. They are well known on the "Dobbie" programs.

The Truman Quartette will sing for us.

You will want to see the clever skit put on by the Beauty Parlor exhibitors.

Also, the lovely Fashion Show. Also, many humorous stunts under preparation.

Only club members can exhibit.

No charge for space to our members.

Guests may attend the dinner, or the general public may be admitted at 8 o'clock, to see exhibits and hear program, for the small charge of 25c each.

The Committee of Arrangements asks all those desiring space for exhibits to attend the luncheon meeting on March 5th, at which time space will be allotted to all.

Every club member is asked to be represented at this exhibit, by an exhibit, a poster, or card announcing name and business.

The Advertising Dinner Committee is headed by Faye Otis Buckley, with the following co-workers: Catherine Brown, Catherine Heineman, Clara McKenney, Marion Dougherty, Elsie Stoltz, Bessie G. Whittaker, and Amy Kirkendall.

Maud Petersen and Aino Malinen have charge of program.

Nan Bodv will arrange Junior Club exhibits.

Electrical Transcriptions of
Radio Programs
Personal Recordings

McGregor & Ingram, Inc.,
865 Mission St., San Francisco

Rep. by A. MALINEN, Club Mem.

Alice Moore and Maude Petersen were the most intriguing Puritan maids imaginable, and the gayest, at the jolly Colonial party. Everyone had such a good time.

A hearty welcome greeted Carrie Kennedy on her return to the club last week after her enforced rest at home.

Alice Irwin and Rhobie spent the holiday week end with Dr. McGilvray at her cottage at Clear Lake Highlands.

Elsie Stoltz was the guest of honor at the Livermore B. P. W. C. last Thursday evening, and spoke to them on Brazil. Mrs. Stephens, Mary Campbell, Carrie Kennedy and Josephine King drove down with her.

The Livermore club will have Mrs. Oscar Maillard Bennett with them on Tuesday evening, March 10th, in a reading of "Bird in the Hand", by Drinkwater. A cordial invitation to our members is extended. It's a lovely drive down there if the weather is fine, and we'd surely like to become better acquainted with the new club.

Bessie Wood Gustason drove in from her ranch home near Stockton to hear Lutie Stearns last Wednesday, and gave us one of her own characteristically happy talks.

Mary Barby spent a day in Eureka and another in Chico recently, at library meetings.

We regret to report illness among some of our members. Georgianna Frye has been confined to her home at Harrison Apts. for some time. Beatrice Ramey underwent a serious operation at Merritt Hospital recently, and Catherine Rucker has been quite ill at home. We are very glad to report all improving finely now.

By some unaccountable oversight an omission was made from the February Roster. We apologize sincerely, and insert it here.

Gladys H. Barndollar,
4620 Dolores Avenue.
Tribune Tower
Direct Mail Advertising
Ftv. 6301-W GL. 3808

If there are any corrections or alterations to be made in the Roster, please give them to Mrs. Patigan, as another one will be published before long.



**MASTERWORK AND
OPERATIC
ALBUM
SETS** **Columbia**
Phonograph Co.

Ph. AN. 1262

Rep. by A. MALINEN, Club Member

1100 - 57th Ave.

LISTEN IN

Pauline Otis and Carol Melenson have arranged with the following stations for broadcasting of Business Women's Week:

KLX, Monday, Mar. 9th, 9 p.m.

KPO, Tuesday, Mar. 10, 3:30 p.m.

KYA, Tuesday, Mar. 10, 6:30 p.m.
Don Lee, in Town Topics

4:55 p.m.

KGO and KFRC, time to be announced later

Lutie Stearns' inspiring talk spurred us to new resolve to do more for our club, for our city, for our country, for all races, for our God. The examples she gave of the power for good of one woman in various communities gave a sense of added responsibility for what 60,000 organized and united women can do.

We have been greatly saddened by the sudden death of Mrs. Marian Baldwin, for some time a member of our club. Our deepest sympathy is with her husband.

Mr. Hume will have his own individual message for us on the 19th, from his great interest in art in education, his experience with the drama, and his observation and study in extensive travel.

Our last meeting in March will be a real frolic, as we become "kids" at school once more. Few of us have pigtailed to be pulled, but perhaps we haven't forgotten other mischievous tricks to disturb "Teacher". Begin thinking out your costumes to win the prize.

1444 San Pablo Ave. Phone
Room 304 HOLLIDAY 1514

Emilie J. Edmonds
OWNER

Beauty and Cosmetic Shop
Realistic Permanent Waves

We make a specialty of appointments
for Business Women from 5 to 7

Club Member

STATE LEAGUE

The Quarterly Meeting of the State League at Santa Cruz on the 14th and 15th proved even more inspiring than anticipated, which is saying a good deal. The weather was perfect, the new hotel accommodations luxurious, and our hostess club showered us with attention. The entertainment features were delightful, and Dr. Morse, our State President, exceedingly interesting and helpful in her clear presentation of League affairs. Oakland was represented by ten members, who did their best to make up for those of you who didn't go.

Four new clubs were admitted to membership, Monterey, Los Gatos, Santa Maria, and Torrance. Our President, Mrs. Morgan, gave each of these clubs a copy of "West, West, West in California", the official song of our State League, and which has been out of print, but will be reprinted to provide the future clubs.

A protest was voted to be sent the Legislature against certain bills discriminating against women in the employ of state, county or city government. One provides that no MALE employe shall receive less than \$5 a day or \$150 a month. This would permit a woman to be employed for \$75 a month or any sum, working alongside the man at the same class of work. We protest against the use of the word "male". Other bills would not even permit married women to take the civil service examinations, except under very extreme circumstances.

These bills are Assembly Bills 138, 378, 670, and 1630.

Eureka delegates were on hand, with tempting description of what enjoyment awaits us in May at the annual meeting, when we "Hum to Humboldt."

CATHERINE WALTON BROWN

Has the answer to woman's financial problems. No need to worry over the present. No need to fear the future. See her by appointment at Investment Department

PACIFIC MUTUAL LIFE INS. CO.,
319 Central Bank Bldg., Oakland
Glencourt 7676

ARROW

TOWEL COMPANY

2514 Adeline Street

Lakeside 1501

Represented by LOIS MARTIN
Club Member

COOPER'S CANARY COTTAGE

Birds and
Goldfish

Birds
Boarded
Supplies for all Pets

522 - 18th St. HOl. 9847

Mary A. Cooper, Owner Club Member

OTIS FILE & OFFICE FURNITURE CO.

532 - 16th St. HI. 1511

Pauline D. Otis
Faye Otis Buckley
Owners

Club
Members

Piedmont Beauty Parlor 4212 Piedmont Avenue PIed. 0523

We do everything to make you look
your best, including weight correction
MRS. HAVLIN, Owner

Burnham Graduate Club Member

MADAME TREGAR'S

"Preparations
pour la Beaute"

Madame May Bunker, Owner
Club Member

329 - 49th St. OLY. 1224

THE YELLOW LANTERN

Elsie O. Stoltz
Owner

Oriental and European Art

46 Grand Avenue—LA. 2270

1424 Alice St.—LA. 5041

Club Member

Insurance takes the "If" out of Thrift

With no obligation whatever
let me explain some contract
to fit YOUR need.

Miss Lea Brunquist

New York Life Ins. Co.
205 Amer. Bank Bldg.

HIgate 1136 FRuit. 6330-w

Club Member

JUNIOR JOTTINGS

March 3. Very important business meeting. 8 P.M. Sharp. Our guest speaker for the meeting will be Norman Field, of the Fulton Theater, who is to give some impersonations and a message of real interest. COME.

March 12. Thursday evening. In honor of Business Women's Week the Juniors and Seniors will observe the event with a combined advertising dinner. For further details, see a complete announcement on another page of this issue. This is to be a tremendously interesting event, so let's attend 100%. This will serve as our regular Social meeting—no meeting Tuesday, March 17th.

March 14. "Irish Jig" — just another way of saying that there is a dance, in honor of St. Pat, scheduled for this date. Gwen Quinn is chairman and being assisted by our newest members: Kathleen Bugler, Edith Mango, Edith Christensen, and Laura Rifvjerg.

Our president, Nan Body, makes the suggestion that YOU read every word of the "Herald", don't limit your attention to the notes of our section, you will find it well worth your while.

Have you heard that Mr. and Mrs. Albert Lascurettes (Ethel Furtado) are the happy parents of a darling baby boy?

Have you written to Your Pal recently? This Pal Idea is a dandy, don't you think?

Harriet Bakewell,
Publicity Chairman

CHAPEL OF MEMORIES

BROADCAST OVER KFRC
EVERY SUNDAY MORNING
11:30 TO 12:00

TERESINA B. MORGAN, MANAGER

OAKLAND CREMATORIUM

(Oakland Columbarium)

Howe and Mather Streets... OAKLAND

BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, April 1, 1931

Number Nine

THE BUSINESS AND
PROFESSIONAL
WOMEN

will enjoy

Remar Bread

Try a Loaf Today

Golden Sheaf Remar Co.



A Shop of
Original Gifts

Greeting Cards
Circulating Library

HOLIDAY 2423

Mrs. B. G. Whitaker

Franklin at 19th St.; Oakland

Miss Saylor's

Chocolates—Special Packages
for Easter and Mother's Day

Ella Saylor Brooks
Mabel Saylor Davidson
Owners

CALENDAR FOR APRIL, 1931

LUNCHEON

Thursday, April 2nd, 12:15 P. M.

ROUND TABLE DISCUSSION. Hermine L. Kruger,
Chairman.

TOPIC: "Everybody Has a Job!"

Ten-Minute Talks by

Josephine Holly, of Whitthorne & Swan;

Mary Kearny, of H. C. Capwell Co.

Ella Saylor Brooks, of Miss Saylor's Chocolates.

Also, Election of Nominating Committee.

DINNER

Thursday, April 9th, 6:15 P. M. \$1.00 per plate.

Speaker: Sarita Stubblefield.

Subject: "The Orient", including Egypt, Japan, China
and India.

Vocalist: Berna Frechette, of National Broadcast
Radio Service.

LUNCHEON

Thursday, April 16th, 12:15 P. M.

Special Feature: Review of the much talked-of play,
"The Grand Hotel", written by Vicki Baum.

Reviewer: Mrs. Emily Kneiss.

DINNER

Thursday, April 23rd, 6:15 P. M.

SURPRISE PROGRAM, Catherine M. Heineman,
Chairman, with her "Live Wire Committee",
Team No. 12.

EXTRA DINNER

Thursday, April 30th, 6:15 P. M.

Speaker: Colonial Wilbur S. Tupper,
a lecturer of international repute.

Subject: "Between the Canal and the Rio Grande."
Illustrated with beautiful colored slides.

Phone for reservations for all meetings, HO. 6642.

BUSINESS WOMENS HERALD

Official Publication of the

**BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.**

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

President.....Teresina Morgan
Vice-President.....Isabel Dingwall
Secretary.....Edna Stanger
Cor. Secty.....Anne Kennedy
Auditor.....Jessie Frost
Treasurer.....Aino Malinen

DIRECTORS

Faye Otis Buckley
Clara McKenney
Claudine Detoy

Mary Barmby
Josephine Holly
Karen Johnson

Mrs. Della Patigan
Executive Secretary

1608 Webster St. HOLIDAY 6642

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Nan Body.....President
Alice Moore.....Advisor

SCHOOL DAYS DINNER.

Those who were not at the School Day's Dinner last Thursday missed a rare treat. The costumes were too cute for words. Our President made the loveliest school ma'am, and the twins, the teacher's pet, the bad boys, and even the school trustees were all there. Old time songs, dancing to the old time fiddle and games, with a typical school program made a very jolly evening.

AT EASTER TIME

There's a green on the hill, there is gold on the river,
And the wind on the rye sets my spirits a-quiver,
There's a thrill in the sod,
At the touch of the God,
And a song in my heart for the gift and the Giver.

Now the grief that for days to my heart has been
clinging,
Is gone down the wind on the wings of the singing.
The old sorrows die,
In the dance of the rye,
And the joy of the world in my spirit is springing.

Edwin Markham.

SOURCES OF SUCCESS

From the address of Lena Madesin Phillips president of the International Federation of Business and Professional Women, given at Berkeley last week, we glean the following:

The sources of success are within.

No matter in what direction we may desire to manifest a success, we must first acquire the qualities for —

VISION, the power to see what may be accomplished;

COURAGE to undertake to make the vision a reality;

ENDURANCE to "follow the gleam" through all discouragement, and over all obstacles, never faltering or losing faith that "it can be done";

KNOWLEDGE which gives understanding of the character of the endeavor; ability to appreciate both the good and the undesirable;

And through all THE WILL TO DO.

To those who possess these qualities there is no such thing as Failure.

*Colonial
Cafeteria Co.*

Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California

ORA EGAN
LINOTYPING

Publications Printing
(Only woman owning and operating
Linotype in Alameda County)
40812th Street Phone Holiday 3200

AMONG OURSELVES.

How vividly Miss Phillips' visit last week brought back the National Convention here of four years ago. Since then she has visited almost all the European countries on the Good Will Tours sponsored by our National Federation, and resulting in the formation of the International Federation, with Miss Phillips as its first President. She will go still further this summer, with a group of our business women, to the women of the Far East, who are seeking so eagerly to learn the ways of the women of America, who have gained so much freedom and success in individual accomplishment. The experiences have given her much, as added to the splendid intellectual qualities we have always recognized, her talk showed a breadth of understanding and sympathy, and a tone of uplift that comes through contact with many minds, and the study of the deeper things of life.

The reception following the lecture was quite like a reunion, with club members present from Alameda, San Jose, San Francisco, Richmond, Santa Rosa, Livermore, Haywards, San Leandro and even Eureka.

* * *

Our member Coral Melanson has gone to Los Angeles to be near her mother, but is retaining her membership with us, so we hope her stay will not be permanent.

* * *

We have missed Dr. Iva Post from our meetings of late, and learn with much regret that she has been quite ill. Hope to have her back with us very soon.

* * *

Mrs. Catherine Oglesby, of the editorial staff of the Independent Woman, was a caller at the club house recently, but left the city too soon to attend a club meeting.

* * *

The Advertising Exhibition has received so much praise that it will surely be repeated next year. The exhibits have resulted in quite a good many sales, too. We'll have a bigger one next year.

There is no picking and choosing in our programs for this month. We simply can't miss one of them.

The Round Table has special interest to every one of us.

Mrs. Stubblefield's lecture will transport us to far-away lands and their entrancing features, without a cent to pay. And the singer of the day is so well known professionally as to need no description.

Everyone is talking of "The Grand Hotel", so of course we want to know something of it.

Colonel Tupper is a speaker of force and entertainment, and will tell us of Mexico, our nearest neighbor, as we cruise with him to Panama; of Guatemala, with its lakes and volcanoes; El Salvador's coffee plantations; of Nicaragua, still in the revolutionary period. We shall see Old Spain, the primitive Indian life, and Modern Spanish America, thro his pictures.

And who doesn't love a "Surprise Program"? Just watch Mrs. Heinemann and Team No. 12.

* * *

The Past Officers Section and present officers of the club were delightfully entertained last week by Mr and Mrs. Homer W. Buckley at their lovely home on Vermont Street, with Mr. and Mrs. Fred Otis assisting.

* * *

NOW FOR EUREKA!

We are impatiently waiting for May 16th, when we "Humboldt", for the annual meeting of our State League.

The Eureka club is sending out most attractive invitations, telling of the delights of the alluring Redwood Highway, the giant trees arching over the roadway like a great cathedral, with a carpet spread beneath of glorious wildflowers and luxurious ferns.

They tell us that Eureka is the happiest city in the State, in its setting between the sea and the mountains, and if we don't believe it, just come and see. To quote their own words: "Humboldt is calling! Calling you away from cares and woes calling you to a wonderland of mystery, a land filled with pleasure and dreams, where a smile

and a hearty hand of welcome awaits you."

Who can resist spending Saturday and Sunday, May 16th and 17th, with such hospitable people in such lovely surroundings?

A complimentary dinner was tendered last week by those forming the Philomel Section of the club a few years ago, to Zannette Potter, organizer and leader of the section, who has been quite ill for some time, but now recovering, we are glad to report.

JUNIOR JOTTINGS

Tuesday, April 7. Business Meeting. A complete discussion and understanding concerning the future plans and policies for our dances is to be the feature of the meeting. The DANCES are YOURS; therefore it is necessary that you be present and express your views.

Tuesday, April 21. A real social event. Our 8th birthday will be duly celebrated and our new members given an impressive initiation at a dinner meeting. Genevieve Tocchini and her committee are making elaborate preparations for one of the loveliest affairs of the year. This will be a perfectly splendid time to entertain prospective members and friends. Cards will be mailed out telling further details. Do plan to attend this very worthwhile event. The program is one of real interest. Miss Gertrude Lewis, who recently returned from a tour of the Orient and India will tell, in a charming manner, of her travels. You'll come won't you?

Cupid has been busy again and his happy victim is Gwen Quinn. Yes, Henry Emil Heisler, Jr., has received Gwen's promise to be his bride. The club extends every good wish for their happiness.

Laura Rifvbjerg is planning a month visit in the country, we hope that she has a wonderful time and that she reaches home in time to be initiated at the dinner on the 21st. Laura is one of our newest members.

Harriet Bakewell,
Publicity Chairwoman

HANDY REFERENCE CALENDAR

- April 2 — Round Table Luncheon
 "Everybody Has a Job"
 April 9 — Dinner, "The Orient"
 Sarita Stubblefield
 April 16— Luncheon — Book Review
 "The Grand Hotel"
 April 23— Dinner, Team No. 12
 Surprise Program
 April 30— Dinner — Col. Wilbur S. Tupper
 "Between the Canal and Rio Grande"

I AM YOUR CLUB

I stand for PROGRESS: FRIENDSHIP: SERVICE.
 I can progress only as YOU are willing to advance.
 I can give friendship only as YOU prove friendly.
 I can serve only as YOU are willing to give of
 YOUR Heart — YOUR hand.

YOU gave me life—will you now deprive me of my
 right to grow and develop?

I can do nothing without YOUR co-operation.

To YOU I look for the right to recognition among
 my fellow clubs — will you deny me the right
 to their approval and respect?

I am just as worth while as YOUR regard for,
 and belief in me; just as broad or as narrow
 as YOUR viewpoint concerning your membership
 in me; just as important to the community
 as YOUR vision enables me to be.

I must advance or slip backward—

I cannot stand still.

Will you give me my chance to SERVE?

I am YOUR Club.

—Margaret E. Petty, Cleveland, Tenn.

ATTENTION!

We are voters.

We have our homes in Oak-
 land.

We conduct our business in
 Oakland.

Are we interested in the gov-
 ernment of Oakland?

Then vote, on the 31st.

DIVIDED AUTHORITY

"Who is really boss in your
 house?" Henpeck was asked.

"Well, of course, Maggy as-
 sumes command of the children,
 the servants, the dog, the cat
 and the canary. But I can say
 pretty much what I please to the
 goldfish."—Exchange.

WITH WOMEN TO-DAY

Six of the 48 Secretaries of
 State in the United States are
 women.

Three states have women
 Treasurers.

Six State Superintendents of
 Education are women.

Seven states have women as
 State Librarians.

Fifty-one women are serving
 as County Superintendents of
 Public Instruction in one state.

One State — Ohio — has a
 woman as Justice of the Su-
 preme Court, and she is a mem-
 ber of our organization, Flor-
 ence Allen.



COOLEY & PARKER

PRINTERS

907 Franklin Street, Oakland

Phone HOlliday 9300

ALONE IN FRANCE

"And there, son, you have the
 story of your dad and the Great
 War."

"Yes, Dad, but why did they
 need all the other soldiers?" —
 Snelling Bulletin.

"Life is like a journey taken on
 a train

With a pair of travellers at each
 window pane;

I may sit beside you all the jour-
 ney through,

Or I may sit elsewhere, never
 knowing you.

But if fate should mark me to
 sit by your side,

Let's be pleasant travelers —
 it's so short a ride!"

K. M. C.

LAMBLIKE, BUT SCORNFUL

The Girl—So you've seen dad-
 dy, darling. Did he behave like
 a lamb?"

Suitor (grimly)—Absolutely!
 Every time I spoke he said
 "Bah!"—Humorist.



CHAPEL OF
 MEMORIES

BROADCAST OVER KFRG
 EVERY SUNDAY MORNING
 11:30 TO 12:00

TERESINA B. MORGAN, MANAGER

OAKLAND
 CREMATORIUM
 (Oakland Columbarium)

Howe and Mather Streets... OAKLAND

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, May 1, 1931

Number Ten

THE BUSINESS AND
PROFESSIONAL
WOMEN

will enjoy

RemarBread

Try a Loaf Today

Golden Sheaf Remar Co.



A Shop of
Original Gifts

Greeting Cards
Circulating Library

HOLIDAY 2423
Mrs. B. G. Whitaker

Franklin at 19th St.; Oakland

When in
San Francisco

take home a bottle of

Mary
Eleanor's



Special French Dressing

"It Just Makes the Salad"

Sold at 445 Powell St., and at
74 to 80 Market St.

CALENDAR FOR MAY, 1931

LUNCHEON

Thursday, May 7th, 12:15 P. M.

Election of Officers. Polls open from 12 to 6 P. M.

GIRLS' WEEK PROGRAM

Ella Saylor Brooks, Chairman

Talent from Local Public Schools.

10-minute Talk by School Girl.

Dress Show, displaying Dresses made by School Girls

Vocal Selection by Quartette.

A NIGHT OF MYSTERY

Thursday, May 14th, 8 P. M.

Clara McKenney, Chairman

Program by Choral and Dramatic Sections

under guidance of Florence Drake LeRoy and
Bela Sias.

Operetta: "The Ghosts of Hilo"

Drama: "Now, Trixie"

(Everyone loves a mystery, and two programs
for the price of one)

Admission \$1.00. Tickets now ready.

NO DINNER

INSTALLATION DINNER

Thursday, May 21st, 6:30 P. M.

Pageant: "The Spirit of Progress"

Rudolphine Radil — the Spirit

Written by Bela Sias and dedicated to the
1930 Officers of B. P. W. C.

Installation of Officers

LUNCHEON

Thursday, May 28th, 12:15 P. M.

SERVICE CLUBS COUNCIL PROGRAM

Pauline Otis, Chairman, with

Mr. Donald Biery coordinating

Humorous Skit, by Central Trade School and

Commercial Department of Merritt High School

(Program will close promptly at 1:30 P. M.)

Make reservations for all meetings, HO. 6642

BUSINESS WOMENS HERALD

Official Publication of the
**BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.**

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

President.....Teresina Morgan
Vice-President.....Isabel Dingwall
Secretary.....Edna Stanger
Cor. Secty.....Anne Kennedy
Auditor.....Jessie Frost
Treasurer.....Aino Malinen

DIRECTORS

Faye Otis Buckley
Clara McKenney
Claudine Detoy
Mary Barmby
Josephine Holly
Karen Johnson
Mrs. Della Patigan
Executive Secretary
1608 Webster St. HOLIDAY 6642

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Nan Body.....President
Alice Moore.....Advisor

NATIONAL CONVENTION

The advance news of the pro-
gram for the National Con-
vention at Richmond, Virginia, give
most attractive features. For
instance, a breakfast for women
Judges, with some of the lead-
ing jurists of the country in at-
tendance; a breakfast for wo-
men who follow unusual occupa-
tions, and our Federation roster
includes forest rangers, cattle
and sheep raisers, bus line op-
erators, as well as those well
known to us; a breakfast giv-
ing reports on community pro-
jects sponsored by B. P. W. C.,
from baby clinics to city plan-
ning.

Remember the date, July 6th
to 11th. We would all like to
go, but who can go? Please
let our Secretary know.

SING IT TO-DAY

Is there a song — a brave song in your heart,
Song of a soul yet undaunted by fear,
Buffeted sorely but cowering not,
Yielding no ground tho defeat seemeth near?
Sing it to-day.
(Someone is fighting with strength nearly gone,
Someone needs courage to still "carry on",)
Sing it to-day.

Is there a song of real love in your heart,
Love for the brother who toils at your side,
Love that will help him to carry his load,
Kindness and patience and sympathy wide?
Sing it to-day.
(Someone waits vainly for kind words unsaid;
Someone needs love as the hungry need bread.)
Sing it to-day.

Is there a song of high faith in your heart,
Faith that endures thro the gloom of the night;
Faith that sustains when all other things fail.
Whispering ever, "The end will be right"?
Sing it to-day.
(Someone is lost in the night of despair;
Lost for the gleam of that faith you might share.)
Sing it to-day.

B. Y. Williams.

JOY AT EUREKA!

First of all, there's an informal dinner on Friday evening,
May 15th, at Eureka Inn, and a social "get-together" meeting.
Then on Saturday, the 16th, the convention is called to
order at 10:15 A. M. and continues during the day, with
specially planned recreation at 4:30 P. M. and the big ban-
quet at 7 o'clock.

On Sunday morning we will be taken for a lovely drive
of 8 miles over to Arcata, for the Emblem Breakfast at
Humboldt State Teachers College, and have the concluding
session of the convention there.

And for luncheon we are taken to Big Lagoon, farther up
the Redwood Highway, with Open House at Eureka Club
Beach Home, motor trips, beach hiking, agate searching, etc.

Isn't that an enticing holiday?

The convention itself will be inspiring with its interesting
discussions, and entertainment features yet to be announced.

Let Mrs. Patigan know if you can go, and when, so that
automobile transportation can be arranged; or, if you have
a limited time, a night train will take you there by Saturday
morning early, returning Sunday night and home in time
for work on Monday.

The hotels in Eureka have made the following low rates
for us: Eureka Inn: 1 in room, \$4.50 with bath, \$2.50 with-
out bath; 2 in room, double bed, \$5.50 with bath, \$3.50 with-
out bath; 2 in room, twin beds, \$6.50 with bath, \$4. without
bath. Vance Hotel: 1 in room, \$3. with bath, \$2. without
bath; 2 in room, double bed, \$5. with bath, \$3. without bath;
2 in room, twin beds, \$5.50 with bath, \$3.50 without bath.

All reservations are requested to be made by May 10th.

Colonial
Cafeteria Co.

Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California

ORA EGAN

LINOTYPING

Publications Printing

(Only woman owning and operating
Linotype in Alameda County)

408 12th Street Phone Holiday 3200

AMONG OURSELVES.

Our President and Mr. Morgan have been combining business with pleasure in a trip to Los Angeles for a few days.

Bird Wilson and Carrie Kennedy also drove to Los Angeles for a week end recently, in time to see the acres of blossoms on the slopes of Tehachapi. Bird Wilson reports, also, that the dogwood, the red bud, and the poppies around Clear Lake make that region most entrancing just now.

Dr. McGilvray is enlarging her cottage at Clear Lake Highlands for summer visitors.

Sue Chalmers had a delightful month on a "Dude Ranch" in Arizona, and came home looking quite her old fine self.

Alice Irwin and her sister spent a week at the Grand Canyon in April.

Bessie Wood Gustason was in town last Monday for the Ladies Day Luncheon at the Ad Club, looking fine as a fiddle.

Mary Belle Guber has opened the Guber Millinery Studio in Palo Alto, at 310 University Ave., and is now making her home in that city with her daughter.

The delegates elected to represent our club officially at the State Convention at Eureka are Freda Smith and Bird Wilson, with Carrie Kennedy and Anna Clevenger as alternates. Our president, Mrs. Morgan, is also a voting delegate.

Carrie Kennedy, Maud Petersen and Bird Wilson attended the birthday dinner of the Alameda Club last Tuesday, with the Saylor girls adding to the number as members of both clubs. It was a lovely party, and the installation ceremony written and directed by Esther Taylor, was a beautiful interpretation of our National Federation as a planetary system, with the various clubs as stars in that system, and the individual members as torch-bearers, or smaller stars, letting our light shine in an unbroken circle of stars.

Haywards Club was installing on the same evening, and San Leandro Club on last Saturday evening. Josephine Swan

White and Bela Sias report a very lovely ceremony there.

Mary Barmby closed her term of office as president of the State Association of Librarians at the convention at Del Monte, in April, and now goes as a delegate and speaker to the National Convention of Librarians at Yale early in June. Dr. Martha Barmby will accompany her.

Alice Kirkland was elected president of the National Record Library Association at the convention held here in connection with the medical meeting. Isn't that fine?

Did you note that on the first trip of the 24-hour airplane schedule between New York and Los Angeles the Business and Professional Women's League of New York cooked and packed in thermos containers the breakfast for the pilot?

The Nominating Committee present the following ticket, to be voted upon May 7th:

President, Maud E. Petersen, Office Manager for Harry G. Williams, coal and wood and garden supplies.

Vice-President, Alice G. Moore Community Relations Secretary, Y. W. C. A.

Recording Secretary, Mary Lota Mitcheltree, Assistant Librarian, County Library.

Corresponding Secretary, Carrie P. Kennedy, Transcriber, with Official Court Reporters.

Treasurer, Anna L. Clevenger, Escrow Clerk and Cashier, Central Title Co.

Auditor, Sue M. Bradley, Bookkeeper and Stenographer.

Directors: Georgia Maiden, Secretary, Maiden, Rittigstein & Co., Elsie O. Stoltz, Owner Yellow Lantern; Jessie D. Scott, Superintendent Children's Hospital.

The Nominating Committee is to be congratulated in securing such splendid representatives to serve us. We have always been blessed with officers who are fine, capable women, and this group will maintain the high standard. The committee endeavored in their selection to have representation from all departments of the club the old members and the new, those

having stock in the building and those who hold none, the conservative and the more radical, the gay and the serious. Let's back them 100 per cent!

IN SYMPATHY

Our sincere sympathy is with our loved member, Laura E. Pinkston, at this time, in the passing away of her husband after long invalidism.

Isn't it interesting what a variety of programs we have? Just look at this month, — entirely different, and all attractive. The Girls Week program will intrigue every one of us. You should have seen Carrie Kennedy instructing a group of High School girls on the dictaphone work the other day, and many other members we know were doing similar work with the girls in their various lines of work.

Then the "Night of Mystery" is a sure drawing card. Besides the enjoyment of good program, we are helping the two sections to meet their year's expenses. Much fine work has been done by these groups.

The Service Clubs Council program was voted the best of the year at a well known club, and one attractive to men as well as women. So bring your co-workers among the men as well as those in your families.

And the Installation Dinner speaks for itself. It will be a gala evening, with members from all the clubs of the bay region as viistors. Let's give the new officers a rousing welcome, and the retiring ones an assurance of our deep appreciation of their splendid work for our club.

At the colorful gypsy party Ella Saylor Brooks was so captivated by the wrought iron candleabra loaned by Elsie Stoltz, that she whispered to a few gypsies, and lo, the silver was forthcoming to buy it for the club. Then she persuaded the fortune-tellers to give from their silver that had crossed the palms, and another was bought. You'll all admire them.

About the only thing left during the year for a man that the girls can't do is to raise, a full set of whiskers.

**STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS
OF AUGUST 24, 1912.**

Of Business Women's Herald, published monthly at Oakland, Calif., for April 1, 1931, State of California, County of Alameda, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Bird M. Wilson, who, having been duly sworn according to law, deposes and says that she is the Managing Editor of the Business Women's Herald, and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations.

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher Business & Professional Women's Club, 1608 Webster Street; Editor (Mrs.) Laura E. Pinkston, 2932 E. 16th Street; Managing Editor (Miss) Bird M. Wilson, 315 E. 19th Street.

2. That the owner is:

Business & Professional Women's Club, an incorporated body, a non-profit organization, having no capital stock; the officers of which are: Pres. Teresina B. Morgan, 4401 Howe St., Oakland; Vice-Pres. Isabel W. Dingwall, 116 Lake St., Oakland; Secy. Edna Stanger, 2986 Northwood Dr., Oakland; Treas. Aino Malinen, 1431 Jackson St., Oakland.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

BIRD M. WILSON,
Editor and Business Manager.

Sworn and subscribed before me this 1st day of April, 1931.

(Seal)

W. T. MCSORLEY, Notary Public.

(My commission expires Oct. 22, 1934.)

JUNIOR JOTTINGS

Tues. May 5. Matters of vital importance to the club will be brought up at this business meeting. Make every effort to attend. In honor of Girls' Week a program will be given by several talented high school girls, this should prove most interesting.

Tues. May 19. Another Bridge Party. You remember, of course the very fine one we had several months ago that Josephine Damaschino so successfully managed, well, "Jo" is in charge of this one so you are sure of a splendid time if you come. The tickets are to be 50c a person or \$2.00 per table. Invite your parents, your girl friends, your boy friends, and anyone else who enjoys an evening of bridge.

You will receive further details via mail.

Isn't Robie Irwin the fortunate girl. She is planning to go to the Hawaiian Islands again this summer, Rhobie's first trip was made in 1929.

Our member and former vice president and secretary Lucille Fine Shore presented her husband with a fine baby boy on the 22nd of April. Our congratulations go to the happy parents and our love to the little fellow.

Have you written to your Pal recently? Remember she wants to hear from you.

Wasn't it nice to see our former Presidents, Laurie Shultis and Viola Bocca at the birthday dinner?

Harriet Bakewell,
Publicity Chairman

GOOD WILL TOUR

Fifteen capitals in Europe and Asia Minor will play host this summer to our members on the fourth annual Good Will Tour. This is the first time such a tour of American business women have visited the Near East. The recruiter for California this year is Gertrude Huth in Los Angeles. Anyone interested in the three trips planned, all to culminate at the International Congress at Vienna on July 26th, communicate with Bird M. Wilson, who will take it up with Miss Huth.

WOMAN MAYOR

Pacific Grove has a woman Mayor, Dr. Julia B. Platt. She is 73 years young, and admits it, and was elected by a majority of two to one. Did anyone say anything about the woman over 40?

NEW WORK BY THE NATIONAL

The 60,000 members of our National organization will lend of their experiences in business by replying to the Questionnaire sent out seeking to prove whether or not the older woman is discriminated against in business. This work is sponsored by our organization and by Bryn Mawr College, and will give a comprehensive survey of the status of the business woman over 40. From this our organization hopes to develop a vocational guidance program for mature women, so please respond promptly and fully. Your identity will not be known, so you can speak freely.



CHAPEL OF MEMORIES

BROADCAST OVER KFRC
EVERY SUNDAY MORNING
11:30 TO 12:00

TERESINA B. MORGAN, MANAGER

OAKLAND CREMATORIUM

(Oakland Columbarium)

Howe and Mather Streets... OAKLAND

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, June 1, 1931

Number Eleven

THE BUSINESS AND
PROFESSIONAL
WOMEN

will enjoy

Remar Bread

Try a Loaf Today

Golden Sheaf Remar Co.



A Shop of
Original Gifts

Greeting Cards
Circulating Library

Holiday 2423

Mrs. B. G. Whitaker

Franklin at 19th St.; Oakland

When in
San Francisco

take home a bottle of

Mary
Eleanor's



Special French Dressing

"It Just Makes the Salad"

Sold at 445 Powell St., and at
74 to 80 Market St.

CALENDAR FOR JUNE, 1931

LUNCHEON

Thursday, June 4th, 12:15 P. M.

Business Meeting.

Reports from Eureka State Convention.

Announcements by President of Committees and
General Plans.

PICNIC

Thursday, June 11th, 6:15 P. M.

The Place: Lakeside Park, Lake Merritt.

Picnic Supper at Boat House near Duck Grounds.
Out-of-Door Fireplaces.

Short Business Meeting. Voting on Amendments.
Then a frolic, with games, songs and stunts.

Chairmen: Freda Smith and Anna Clevenger.

LUNCHEON

Thursday, June 18th, 12:15 P. M.

Reading: "The Man and the Shadow", and other
selections, by Mrs. D. Sinclair.

Soprano Solos: Mrs. Marie Earle, Past President
Oakland Club.

DINNER

Thursday, June 25th, 6:15 P. M.

Speaker: Mr. Claude Gatch,

Vice-President Central National Bank.

Subject: "The First Controller's Office at Washington,
D. C."

Chairman: Clo Rogers.

Make reservations for all with Mrs. Patigan, HO. 6642.

BUSINESS WOMENS HERALD

Official Publication of the
**BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.**

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, California,
under the Act of March 3, 1879.

OFFICERS

President.....Maud E. Petersen
Vice-President.....Alice G. Moore
Secretary.....Mary Lota Mitcheltree
Cor. Secty.....Carrie P. Kennedy
Auditor.....Sue M. Bradley
Treasurer.....Anna L. Clevenger

DIRECTORS

Georgia Maiden
Elsie O. Stoltz
Jessie D. Scott
Faye Otis Buckley
Clara McKenney
Claudine Detoy

Mrs. Della Patigan
Executive Secretary

1608 Webster St. Holiday 6642

SECTION CHARMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Catherine Molinari.....President
Alice Moore.....Advisor

GREETING

Dear Club Members:

We well know that it is not just dollars and cents that spell PROSPERITY, but it is also in having more love expressed, and gaining a better understanding of each other. So let us this year work and play more together and make our friendship radiate love, attracting others to join with us, and thereby advance our Club. I know you will do your part, and you can surely count on me to do all I can to promote a year of PROSPERITY.

MAUD E. PETERSEN

HIGH LIGHTS FROM PRESIDENT'S REPORT

As so many were absent from the annual meeting, undoubtedly for important reasons, the Herald takes pleasure in giving some of the outstanding features of Mrs. Morgan's comprehensive and interesting report for the year 1930-31.

First of all, "we owe no one", and \$322.54 is turned over to the incoming Board to meet obligations of the remaining two months of this quarter. This happy situation has been accomplished by careful cutting down of expense, and the receipt of funds from Candy sale, the Baumgardt Lecture, and a theatre party.

The plan of Mrs. Morgan to divide the club into 12 teams for the presentation of 12 programs during the year (one each month) proved highly successful, with every club member working, and is earnestly recommended to be followed and developed to still further lengths.

Community activities during the year were the Baumgardt Lecture, participation in Community Chest campaign, co-operation with Kiwanis and Chamber of Commerce in Port of Oakland celebration, representation at Oakland Community Council meetings.

Our Advertising Exhibition by Seniors and Juniors, with accompanying radio broadcasts and newspaper publicity, was an outstanding event, celebrating National Business Women's Week.

In observance of our affiliation with the State League, we acted as hostess at the Quarterly Meeting in September, with the State President, Dr. Florence May Morse as honor guest on her return from assisting in the formation of the International Federation of B. P. W. C.

From the Educational Loan Fund \$446.00 was loaned during the year; a balance on hand of \$285.25, with \$603.23 due from nine individuals, and now in process of payment. In addition, we have made the usual gifts of \$50.00 each to Mills College and U. C. girls for prize essays.

We took an active part in defeating legislation discriminating against women, both single and married.

In civic affairs, both through club meetings and through the Civics Chairman, we have given active co-operation to community betterment. The observance of Girls Week, and the conferences of club members with groups of girls seeking to enter their special lines of work was an interesting and helpful feature.

In publicity we have had approximately 50 inches a month in the columns of the local newspapers.

Dramatic and choral sections have contributed much to the enjoyment of the club members, and their own development.

Our programs have been varied, and of the highest type.

In conclusion Mrs. Morgan says:

Serving our club in the capacity of President is both a privilege and opportunity. The work is arduous, but it gives one an opportunity to grow, and brings forth abilities one was not aware that one possessed. The friendships made will be treasured always, and is the reward worthy of all the efforts, trials, difficulties and joys one experiences in serving others."

Pacific Mausoleum Co.

announces
New Management

Inviting your Inspection
open from 8:30 to 5

MABEL E. KUSS, Mgr.

Foothill and Havenscourt Blvd.
and 68th Ave., Oakland

AMONG OURSELVES.

A group of intimate friends gave a "bon voyage" dinner to Mary Barmby and Dr. Martha Barmby last Friday evening before their departure for the East, conventioning and visiting for several weeks.

Congratulations to Mabel Kuss, who is now Manager of the Pacific Mausoleum, Foothill and Havenscourt Boulevards and 68th Ave. Success to her efforts.

Who doesn't love a picnic? And where a lovelier place than the sheltered nook by the fireplaces, at the water's edge. And so easy to get to. Everybody'll be there.

Our programs this month have the usual fascinating variety. One can't well miss one.

Congratulations to the Choral and Dramatic sections for the excellent program given us last month, and to Mrs. Sias and Mrs. LeRoy for their painstaking direction. The music is still haunting us. Hope our home talent will give us more.

Glad to report Anna Lignell improving from quite a serious illness at the hospital. We miss her at the meetings.

The president of our Juniors, Nan Body, has been forced to resign on account of ill health, and the vice-president, Catherine Molinari, succeeds her. We welcome Miss Molinari, and wish for Miss Body a speedy return to perfect health.

Mrs. Sias desires to thank all the members of the dramatic section, and many others who have assisted her so cordially during the year's work.

Anyone wishing to join our president in a marathon around Lake Merritt be on hand promptly at 6:20 A. M. any day but Sunday. That's the way she keeps in such fine working trim. Ella and George Brooks were recent additions.

Didn't we have a lovely installation evening? And how beautiful were Rudolph Radil and Josephine Swan White in the pageant, arranged by Bela Sias. How we do enjoy a members meeting at times. With all the good friends from Alameda, Richmond, Berkeley, San Leandro, and Addie Jensen and Lela Butts from Santa Rosa, it was almost a State affair (no pun intended).

Several of our members accompanied our president to the installation meetings at Berkeley and Richmond last week.

It was good to meet Margaret Chase at the Eureka convention. She is president of the newly formed club at Riverside, and they are asking to entertain the December Quarterly meeting. Just like Margaret's ambition.

A happy incident at the installation dinner was the giving of an honorary membership in our club by Mrs. Morgan to Bessie Wood Gustason, in appreciation of the valued service she has rendered. Surely well deserved, and now we know she will always be one of us, no matter where she lives.

A lovely surprise was given Mrs. Morgan by her Board of Directors just before she retired from office, in the form of a dinner and social evening, with a gift of beautiful pottery.

ATTENTION

A letter from Mae Wilkin inquires if any club members from Oakland will be on the President's Special going to Virginia in July? If so, she wants to welcome them when they stop for breakfast at The Greenbrier Hotel, White Sulphur Springs, West Virginia, where she is stationed at present. Wouldn't it be fun to step off the train and say "hello" to her?

THE STATE CONVENTION

The annual meeting of the State League at Eureka was perfectly managed in every detail, two days filled every moment with interesting meetings and good times. The women of the Eureka club set a high mark as hostesses under the presidency of Mrs. Fleming and the general chairmanship of Mrs. Pettengill. Meetings were held at the Eureka Inn and at State Teachers' College at Arcata, both delightfully situated. From the welcome by Honor. Emily L. Jones, Mayor of Eureka, the Chamber of Commerce with its complimentary luncheon of famous Humboldt crabs, the citizens of the two cities with banners of welcome and brass bands attending, the student service at the college, the comfortable inn, — every contact during our stay was most hospitable. The inspiring ceremony at Emblem Breakfast on Sunday morning, and the ride up the coast on Sunday afternoon through the redwoods, azalea covered hills, and by the foaming breakers, will long be remembered for its picturesque beauty. Then the renewing of friendships and the making of new ones with the splendid women! All, all make us prouder than ever of our organization.

Dr. Florence Morse was re-elected as president for another year. Ist vice-pres., Maude Empey, of San Jose, re-elected. 2nd vice pres., Estelle Close, of Santa Rosa. Recording Secy., Christine Leonard of Berkeley, re-elected. Cor. Secy., Agnes McBride, of Culver City. Treas., Frances McGaskill of Santa Cruz. Directors: May Pettengill, Eureka; Mary Wiley Eisen, Los Ang.; Alice Nelson, Paso Robles; Daisy Dennery, San Francisco; Helen Davis, Monterey; Alma Kofoed, Oakland Juniors; Luella Cundert.



Deodar Tree Inn

Luncheon 50c

Dinner 75c

1527 Jackson St.

LIVE here and be happy
Rooms available after June 5
EAT here and be joyous

welcome any time

MRS. A. J. TAYLOR, Hostess
HOLLIDAY 9825

Colonial Cafeteria Co.

Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California

AMENDMENTS TO BY-LAWS

The Directors propose the following amendments to the By-Laws of the club, to be voted upon at the meeting of June 11, 1931:

Amend Section 2 of Article IV. to read as follows:

"Dues shall be Fourteen Dollars per fiscal year, from May 1st to May 1st, payable quarterly in advance at the rate of \$3.50 per quarter. This sum shall include National and State Federation dues. This section to take effect September 1, 1931."

Amend Section 3 of Article IV. by adding the following:

"The above is subject to the power of the Board of Directors to suspend payment of initiation fees and dues temporarily in their discretion; as under the circumstances may be deemed proper."

Amend Article III. by adding a new section to be numbered 6, to read as follows:

"Section 6. A business establishment may obtain a membership in the club upon application duly approved in accordance with the provisions of Section 2 of this Article, upon the payment of the regular initiation fee and dues, and the designation by such establishment of a woman employee or associate in such business establishment to represent their said membership at meetings of the club, and to have the voting privileges of such membership. Said representatives may be changed from time to time at the will of said establishment, upon proper notice to the club."

JUNIOR JOTTINGS

Tues., June 2. Business meeting. Plans are to be presented to the club concerning a contest that will interest every member in the club. Many members have not had the opportunity of greeting our new president, Catherine Molinari, so this will be a splendid time for you to do so. At the May meeting the club regretfully accepted Nan Body's resignation as president and unanimously approved Catherine's promotion from the office of vice president to that of chief executive. Genevieve Tocchini is now vice president and Nan Body is on the board of directors.

Friday, June 12. A Sport Dance. Isn't that good news? Tell your friends of this dance, but make sure that they have bids, as admittance will be by bid only. Genevieve Tocchini is chairman with Gwendolyn Quinn, Miriam Schmantees, Edith Christensen assisting.

June 16. A social program. Announcement of further details will be made later.

Our deepest sympathy is extended to our member Carolyne

Beadle Friz in the loss of her mother. Mrs. Beadle was always interested in our club and has visited it on numerous occasions.

Cupid has again been active, this time his victim is no less a person than our treasurer, Helen West. The lucky young man is Fred Soloman. The wedding is planned for the Fall. Every good wish goes out to the happy couple.

Has your Pal heard from you recently?

Harriet Bakewell.

THE DIFFERENCE

One of a small company cracking jokes asked: "Can you tell me the difference between a Scotsman and a cocoanut?"

No answer being forthcoming, the speaker said: "Well, you can get a drink out of a cocoanut but—"

"Excuse me," put in one of the company, "but I happen to be a Scotsman. Would you like a drink?"

"Why, yes," eagerly answered the joker.

"Then buy a cocoanut," was the reply.—Montreal Star.



COOLEY & PARKER

PRINTERS

907 Franklin Street, Oakland

Phone HOLLiday 9300

ORA EGAN

LINOTYPING

Publications Printing

(Only woman owning and operating)

Linotype in Alameda County)

408 12th Street Phone HOLLiday 3200

PARTICULAR

Landlord (to prospective tenant): "Have you any children?"

"No."

"Any dog, cat, or canary bird?"

"No."

"Piano, loud-speaker, or phonograph?"

"No" (timidly), "but I have a fountain pen that scratches a little; will that be objectionable?"

Sunday School Teacher: "And what should we do when tempted, Johnnie?"

Advertising Man's son: — "Reach for a Lucky."

PATRONIZE OUR ADVERTISEMENTS—TELL THEM YOU SAW IT IN THE HERALD.

CHAPEL OF MEMORIES

BROADCAST OVER KFRC EVERY SUNDAY MORNING 11:30 TO 12:00

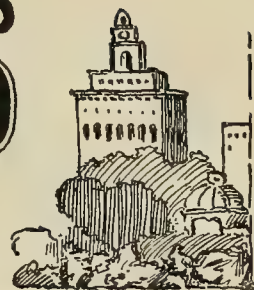
TERESINA B. MORGAN, MANAGER

OAKLAND CREMATORIUM (Oakland Columbarium)

Howe and Mather Streets... OAKLAND

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB



Volume Six

Oakland, California, July 1, 1931

Number Twelve

THE BUSINESS AND
PROFESSIONAL
WOMEN

will enjoy

Remar Bread

Try a Loaf Today

Golden Sheaf Remar Co.



A Shop of
Original Gifts

Greeting Cards
Circulating Library

Holiday 2423

Mrs. B. G. Whitaker

Franklin at 19th St.; Oakland

When in
San Francisco

take home a bottle of

Mary
Eleanor's



Special French Dressing

"It Just Makes the Salad"

Sold at 445 Powell St., and at
74 to 80 Market St.

CALENDAR FOR JULY, 1931

NO MEETING on Thursday, July 2d.
4th of July Vacation Period.

COMMUNITY DINNER

Thursday, July 9th, Municipal Auditorium.

Welcoming Mr. Ossian Carr, our first City Manager,
and celebrating the installation of our new form
of city government.

We will have special tables for our club.
Let us have a large representation.

Phone Mrs. Patigan at once for reservation. HO. 6642.

SPECIAL EVENT

Thursday, July 16th, 6:30 P. M.

Reception to Mrs. Carr, wife of the City Manager, and
to Mrs. Yoakum, our first Councilwoman; also
honoring as our guests Mr. Ossian Carr and the
members of the City Council.

Dinner will be served at 6:30 P. M. in our Auditorium.
Reservations of club members given first choice until
Saturday, July 11th. Price, \$1.25 per plate.

NO MEETING on Thursday, July 23d.

BRIDGE PARTY

Thursday, July 30th, Our Auditorium, 8 P. M.

Carrie P. Kennedy, Chairman.

A Prize for Each Table.

Lovely Door Prizes.

Delicious Refreshments.

A Happy Time Generally.

All for One Dollar Each.

Phone Carrie Kennedy, HI. 0844 for tickets, or
Mrs. Patigan, HO. 6642.

BUSINESS WOMENS HERALD

Official Publication of the
**BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.**

Laura E. Pickston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

President.....Maud E. Petersen
Vice-President.....Alice G. Moore
Secretary.....Mary Lota Mitcheltree
Cor. Secty.....Carrie P. Kennedy
Auditor.....Sue M. Bradley
Treasurer.....Anna L. Clevenger

DIRECTORS

Georgia Maiden
Elsie O. Stoltz
 Jessie D. Scott
Victoria Escoffier
Clara McKenney
Claudine Detoy

Mrs. Della Patigan
Executive Secretary

1608 Webster St. HOliday 6642

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy
Choral.....Mrs. Leroy, Leader

JUNIOR SECTION

Catherine Molinari.....President
Alice Moore.....Advisor
Isabel W. Dingwall.....Advisor

NOTICE!

On Wedensday mornings Mrs. Patigan can be found only at HO. 2568, our president's home. That is her busy morning at the phone for members who don't remember that Thursday is club day, and our president is lending the club the use of her phone as a matter of club economy. Other days Mrs. Patigan is at club house as usual.

WELCOME!

Rejoicing that "our city, Oakland", is taking what seems to be a step forward in adopting a new form of government, we are happy to extend the hand of welcome to the man who will have the chief responsibility as City Manager, Mr. Ossian E. Carr, and to his efficient co-worker, Mrs. Carr.

We are also most pleased to honor the first woman member of the City Council of Oakland, Mrs. Wilhelmina Yoakum.

We believe that every woman should take an active interest in the government of her home city, as well as in the affairs of the nation and the world, and we believe that Mrs. Yoakum is especially qualified for this position.

Our organization stands for a "better business world", a term so inclusive as to mean a better world in every particular, and we believe that the idealism of women and their practical experience in "making both ends meet" enable them to make a valuable contribution to world betterment in governmental affairs as well as in the home.

We proffer the hand of co-operation to the new City Council as a whole, standing ready to work side by side in the effort to create something better out of the imperfect conditions which exist to-day.

Our President Says:

Remember the luncheons start at 12:15 sharp, and stop at 1:20, also sharp.

If by chance you did not receive a list showing what committee or committees you are to work with this year, please tell Mrs. Patigan. They were all sent out, but sometimes we know that mail does go astray.

Our Vice-President, Alice Moore, says that when she was a child her mother impressed upon her three things to consider, upon hearing any gossip before passing it on to anyone else: Is it true? Is it necessary? And is it kind? That partially explains her sweet nature, doesn't it? And the same rule is open to us all.

If you have any ideas, suggestions, or criticism for the benefit of our club, please jot them down in writing and send to our Board, and they will be only too glad to consider them, in their desire to promote nap-piness and good-fellowship.

Of course every member will want to be present when we welcome Mr. and Mrs. Carr, Mrs. Yoakum and our other guests of honor, and your President especially wants every single one of you to represent your club on that occasion.

AMENDMENTS TO BY-LAWS

The Directors propose the following amendment to the By-Laws of the club, to be voted upon at the meeting of August 6, 1931:

Amend Section 4 of Article IV. to read as follows:

"The dues of an absentee member shall be one-half the amount of an active member, payable semi-annually."

IN SYMPATHY

We are all sorrowing with Jeannette Saunders in the loss of her dear mother, and with Olive Cathcart in the passing of her sister in St. Louis. May these loved members feel some lightening of their grief in the assurance of our sympathy and desire to be of assistance.

Carrie Kennedy is chairman for the Bridge Party on Thursday, July 30th, and we know what that means. There will be no dinner served at the club that evening, so everyone will have time to go home and get ready comfortably for the bridge party at 8 o'clock. e

We haven't had a card party for two years. Just think of it! Members have been asking why for some time.

There will be a prize for each table, and many lovely door prizes. Delicious refreshments will be served. All for \$1.00 each.

This is a splendid opportunity to reciprocate social favors that have been extended, and much easier than to entertain at home. Let us stand behind one of the biggest activities of the year. With the reduction of dues one can surely indulge in more of such affairs, which not only keep the club prosperous, but contribute so much to our social life.

Tables, or single tickets may be procured of Carrie Kennedy right now. In fact, 15 tables were taken immediately upon announcement at the committee meeting the other night.

SuAnne Chalmers has collected the Minutes of the club meetings and had them bound, so that they may be permanently preserved, and always accessible. A very thoughtful and lovely gift.

Faye Otis Buckley left Saturday night for the National Convention at Richmond, as our delegate. She will join the President's Special Train at Chicago. Our club is honored by her being invited to lead a Round Table Discussion at the convention, on Office Equipment and Technique. Probably no other woman in the entire membership has her peculiar experience as owner and manager of that particular business, with the distinction of having furnished the largest order for metal office furniture and shelving west of Chicago, at H. C. Capwell's.

Ella Saylor Brooks entertained the club officers at luncheon last Saturday, at her home in Alameda, a very lovely affair. Almost all of them accompanied Faye to the depot, joining with others there to give her a lively send-off.

By the way, Faye feels that during the coming year she will have all she can do to properly work up and supervise the Advertising Exhibit during Business Women's Week, and having been a member of the Board of Directors for four years, felt that she could no longer serve in both capacities. So her resignation was regretfully accepted, the Board appointing Victoria Escoffier to fill the vacancy. Victoria has been promoted to a higher position with Bekins, but alas, it takes her to San Francisco. However, she keeps her residence here, and will be with us at evening meetings. She tells us that Bekins will be glad to assist us as always, in spite of her absence. And how much they have assisted us, no one can tell — but their bookkeeper. We do appreciate it, sincerely.

Well-earned recognition has come to our own Elisabeth Sherman, in the naming of one of the new school buildings for her. Another one is named for Miss McFeeley, recently resigned. This is the first time that women have been so honored in Oakland, and how gratifying it is to have the honor conferred while living.

Some 35 P. O.'s motored out to Bessie Wood Gustason's attractive ranch home beyond Stockton recently, spending a very happy day. Bessie and her fine neighbors must have worked all night preparing the good things to eat, and many of the guests were truly "up a tree", where the cherries were ripest. We're not telling who won the fat woman's race, but Dr. McGilvray was a winner in many of the liveliest games.

Our past president, Teresina Morgan, wishes the club members to know of the courtesy and generous co-operation of our member, Marie S. Graves, of Heald's Business college, in doing without charge a great deal of mimeographing work for the club during the past year. We will surely remember the service gratefully.

To a woman, Mrs. Leafie E.

Dietz, is given the sole authority to sign President Hoover's name to hundreds of important documents, a law having been passed by Congress specifically for that purpose.

Have you noticed the lovely centerpieces of flowers on the speaker's table? We are indebted to the Leamington Hotel Florist, 19th and Franklin, for the courtesy. Remember them when you are purchasing flowers.

Announcement is made of the marriage of our member, Daisy Miles to Mr. George H. Vose, at the First Baptist Church in Woodland, her old home, on June 27th. Our sincere congratulations attend her, but we hope she is not leaving Oakland.

Hermine Kruger has been enjoying Yosemite and Carmel at this delightful season.

Esther Goodwin is vacationing in San Diego, and Anne Kennedy at Vancouver, B. C.

Alice Moore, our vice-president, has been spending two weeks in Idaho and Florence Bussell is leaving for Los Angeles and Long Beach to attend conventions.

Zannette Potter is enjoying a vacation at Santa Cruz.

Clara McKenney is dividing her vacation, spending a week in the country, helping friends to plan a lovely new home.

Sue Bradley has just returned from a stay in the Santa Cruz Mountains.

Mary Campbell is leaving for Lucerne, at Clear Lake.

Mrs. Stevens, of the Yellow Lantern, has just returned from Russian River.

Laura Pinkston spent her vacation with her daughter and her interesting family in Pasadena.

Wasn't the advertising matter attractive that was distributed by the Otis File and Office Furniture Co. last week at luncheon?

Mrs. Earle's singing was a real treat, and Mrs. Sinclair's dramatic selection had us all in tears, so real was her presentation.

**Colonial
Cafeteria Co.**

Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California

HARRY G. WILLIAMS

FUEL OF ALL KINDS
Everything for the Garden

2000 FRANKLIN ST.
Glen. 2131 Oakland, Calif.

COMMITTEE CHAIRMEN

Our President has made the following general appointments as chairmen of committees:

Activities.....	Anne Clevenger
Advertising.....	Faye Otis Buckley
Birthdays.....	Aino Malinen
Civics and Legislation.....	Helen M. Artieda
Clippings.....	Mary Campbell
Club Roster.....	Ora Egan
Decorations.....	Freda Smith
Education.....	Elisabeth Sherman
Emblem.....	Alice Irwin
Finance.....	Sue Bradley and Anne Clevenger
Fines.....	Freda Smith
Garden.....	Iva B. Hamlin
Herald.....	Bird M. Wilson Laura Pinkston and Lota Mitcheltree
Health.....	Dr. Luella Stone Swauger
House.....	Victoria Escoffier
International Relations.....	Florence E. Bussell
Library.....	Jean Baird
Membership.....	Josephine McClenegan
Mothers.....	Mrs. Mary Maiden
Music.....	Blanche Stedman
New Members Hostess.....	Catherine M. Heineman
Outside Members Hostess.....	Mary Campbell
Program.....	Mabel E. Kuss
Public Relations.....	Faye Otis Buckley
Publicity.....	Bird M. Wilson
Reception.....	Nell B. Wishart
Research.....	Josephine Holly
Scholarship.....	Hermine Kruger
Style and Beauty Talks.....	Miss Dupey & Clara McKenney
Sunshine.....	Alice Osborne
Service Clubs.....	Pauline Otis
September Morn Breakfast.....	Josephine Swan White

JUNIOR JOTTINGS

Tuesday, July 7. Business meeting. COME.

Friday, July 10. Sport Dance. Come and bring your friends. Make this event a real success.

Thursday, July 16. Seniors' dinner in honor of Oakland's new city manager. See further announcement of the dinner elsewhere in this issue.

Tuesday, July 21. A social meeting. Further details will be revealed later.

Our corresponding secretary, Gwendolyn Quinn, became the bride of Henry E. Heisler, Jr., at a lovely June wedding. The club extends their best wishes to Mr. and Mrs. Heisler.

Grace Haskin, a former Junior, is also a June bride. Grace became the wife of Frederick E. Whorff, Jr., on June 6. The club wishes them much happiness.

And have you heard that Mr.

and Mrs. John Macdonald are the proud parents of a baby boy? The baby's mother will be remembered as Leila Marchus.

Vacations are taking a prominent place in the lives of the club members this month. Alma Kofoed and Isabelle Racouillat spent some happy days at Santa Cruz. Vivian Krueckel had a delightful trip to the Grand Canyon. Elvira and Marina Ham enjoyed the wonders of Yosemite. Hazel Bonnelyke is planning a grand time at the Russian River.

Miss Alice Moore, our Senior Advisor, is acting as councillor at a Y. W. C. A. high school girls' camp in Idaho, during the summer.

Bear in mind the dates YOU have with the club this month and attend each event.

Harriet Bakewell,
Publicity Chairman

Annie Woodall, accompanied by Mabel Dye and Mrs. Tennant, president of Alameda Club, and Ethel Johnstone of San Francisco, motored across the continent to Richmond for the national convention, taking a whole month for the trip, visiting B. P. W. C. all along the route. What fun!

Those who attended the recital of Alice Zwillinger and her pupils were delighted, and speak most highly of the beauty of costumes and dancing. Perhaps we'll see some of the numbers during the year.

Aren't the club quarters in the Lounge "homey"? Directors' meetings are a joy now, and the committee chairmen had a regular old-fashioned social there last week.



COOLEY & PARKER

PRINTERS

907 Franklin Street, Oakland

Phone HOLLiday 9300

ORA EGAN

LINOTYPING

Publications Printing

(Only woman owning and operating
Linotype in Alameda County)

408 12th Street Phone HOLLiday 3200

CHAPEL OF
MEMORIES

BROADCAST OVER KFRC
EVERY SUNDAY MORNING
11:30 TO 12:00

TERESINA B. MORGAN, MANAGER

OAKLAND
CREMATORIUM
(Oakland Columbarium)

Howe and Mather Streets... OAKLAND

California State Library,
Sacramento,
California.

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, August 1, 1931

Number Thirteen

THE BUSINESS AND
PROFESSIONAL
WOMEN

will enjoy

Remar Bread

Try a Loaf Today

Golden Sheaf Remar Co.



A Shop of
Original Gifts

Greeting Cards
Circulating Library

HOLIDAY 2423

Mrs. B. G. Whitaker

Franklin at 19th St.; Oakland

HARRY G. WILLIAMS

FUEL OF ALL KINDS

Everything for the Garden

2000 FRANKLIN ST.
Glen. 2131 Oakland, Calif.

CALENDAR FOR AUGUST 1931 LUNCHEON

Thursday, August 13, 1931 — 12:15 P. M.
Advance Style Talk, directed by Clara McKenney,
Chairman

Vocalist—Mrs. Florence Hertzog, Soprano
Mrs. Josephine Swan White, Accompanist

Speaker—Faye Otis Buckley
Reporting on the National Convention held in
Richmond, Virginia.

DINNER

EAST IS WEST

Thursday, August 27, 1931 — 6:30 P. M.
Plate — \$1.00

Club House Auditorium

Speaker—Donaldina Cameron, of the Presbyterian
Mission School of San Francisco
Subject—"Helping Chinese Girls to Become
Accustomed to Western Civilization"

Soloist—William Law of San Francisco
Songs and Dances by Chinese Children
Decorations—Mrs. B. G. Whitaker & Miss Elsie Stoltz

Chairman—Miss Georgia Maiden and
Dr. Luella S. Swauger

If possible wear your Chinese costumes

Make reservations for all meetings, HO. 6642

EAST IS WEST DINNER.

With such an attractive program, as Mabel Kuss has arranged for the East is West dinner, it cannot be overlooked, plan to attend and bring your friends. It is announced that the dinner will be an American menu. Invitations have been extended to Mr. Henry K. Chang, Consul General of China, and his wife, Mr. and Mrs. T.

Y. Tang, who you remember were with us last year. Mr. Blaisdel of the International House at the University of California and the only two Chinese teachers in Oakland, Miss Chew, daughter of the late famous editor, and Miss Lewis have also been asked to be the club's guests for the evening. Make your reservations early for this interesting program and dinner.

BUSINESS WOMENS HERALD

Official Publication of the
**BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.**

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

President.....Maud E. Petersen
Vice-President.....Alice G. Moore
Secretary.....Mary Lota Mitcheltree
Cor. Secty.....Carrie P. Kennedy
Auditor.....Sue M. Bradley
Treasurer.....Anna L. Clevenger

DIRECTORS

Georgia Maiden
Elsie O. Stoltz
Jessie D. Scott
Victoria Escoffier
Clara McKenney
Claudine Detoys

Mrs. Della Patigan
Executive Secretary

1608 Webster St. HOLIDAY 6642

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy

JUNIOR SECTION

Catherine Molinari.....President
Alice Moore.....Advisor
Isabel W. Dingwall.....Advisor

Have you ordered your em-
blem pin or ring? If not get in
touch with Mrs. Alice Irwin at
Higate 3637 and she will be
only too glad to serve you.

SYMPATHY

To Miss Zannette W. Potter
the club extends their deepest
sympathy in the recent loss of
her sister, who passed away in
Los Angeles.

Sincere sympathy is also ex-
tended Miss Clo Rogers in the
loss of her sister in Dallas,
Texas. Miss Rogers left imme-
diately for the southern city up-
on receiving the sad news.

JUNIORS AS EDITORS.

For the fourth time in as many years the Juniors greet
you as editors of the Herald. It is hoped that we, the
younger club women of the BPWC, have in a small measure
edited this issue to your satisfaction.

Under the able leadership of their president, Catherine
Molinari, the Juniors are planning a full and interesting pro-
gram for the year. Their interests revolve around a wide
scope, which includes local, state, and national club affairs
combined with a marked interest in public relations. The
social phase of club life is not forgotten by the Juniors, as at
frequent intervals throughout the year they are hostesses
to their friends at bridge parties and dances. Through the
latter activities they have been able to maintain a scholar-
ship fund which has been the means of assisting deserving
girls in obtaining a business education.

With the Seniors and the Juniors working toward a com-
mon goal, Better Business Women for a Better Business
World, it is hoped that each member realizes that a share
of the responsibility in reaching the aim is hers.

To the Seniors the Juniors extend a most cordial invita-
tion to attend their meetings.

THE JUNIORS.

JUNIOR JOTTINGS

Aug. 4, Tuesday — Business
Meeting. Your attendance at
this meeting is urgently re-
quested. COME.

Friday, August 7 — Vacation
Hop, yes, another big dance.
Our last one was such a huge
success that there is no doubt
but what this one will be equally
so. Elvera Ham is chairman
and a very enthusiastic com-
mittee is working with her.

Tuesday, August 18 — Extra
Special Social Program. We
have accepted an invitation to
hold our meeting at the Blue
Triangle Club, 2332 Harrison
St. Many surprises are in store
for everyone. Plan to come and
bring your friends. Remember
the date.

Cupid has again invaded the
ranks of the Juniors. Bonnie
Ballantyne recently made known
her engagement of William W.
Denton, she plans her wedding
for next spring. Marion West,
one of our newer members, is
soon to become the bride of J.
Trehwhitt Fisher. Our heartiest
good wishes go out to these
happy couples.

Interesting vacations are be-

ing planned by many of the
Juniors. Edith Christensen,
Mildred Shaw, Elinor Haas, and
Edith Mango are all planning
trips to the wonderful Yosemite
Valley. Our president, Cather-
ine Molinari, is to enjoy the
beauties of the Grand Canyon.
Kathleen Bugler plans a de-
lightful trip to Los Angeles.
Nan Body is having a grand
time at Seabright and plans to
take in the thrills of the Rodeo
at Salinas too. Frances Kofoed
is having a perfect time at the
Russian River. Josephine Dam-
aschino and Alice Pilone have
been having a marvellous time
at Fallen Leaf and Reno. Eva
Chiesa and Josephine Allara are
sailing soon for Victoria and
Vancouver to visit friends, we
know they will have a perfect
time. Our past president, Alice
Bouchet, is thoroughly enjoying
her visit in France, where she
will be for several more months.

Best wishes are extended to
Marina Ham on her appoint-
ment by the Board of Directors,
to the office of Treasurer. Mar-
ina is taking the place of Helen
West, who recently resigned
from the office.

DINNER AND RECEPTION TO CITY MANAGER.

Outstanding in the world of civic and club events was the brilliant dinner and reception given by the club on July 16 in honor of City Manager Ossian E. Carr and Mrs. Carr and the new city council. Three hundred and fifty guests, including City and County Officials, prominent businessman and club leaders of the Eastbay were gathered together in the club auditorium to welcome our honored guests.

The program during the dinner included community singing, and dancing by some of the talented pupils of Alice Zwilling. Miss Berna Frechette gave several vocal selections, she was accompanied by Caroline Irons.

Bessie Wood Gustason, as chairman of the evening, delighted all with her charming manner and wit.

Dr. Florence May Morse, president of the California League of BPWC, en route home after attending the National meeting, and Estelle C. Close, second vice president of the League, were guests at the dinner and spoke a few words of greeting. They were followed by City Manager Carr who said that the first word he and his wife received from Oakland after his acceptance of the position was our invitation. Mrs. Carr also spoke a few words of greeting, as did Mayor Fred Morcom, Mrs. Morcom, and Mrs. Wilhelmina Yoa-kum, Oakland's first woman council member.

Everyone hugely enjoyed the clever skit which was written by Bird Wilson, and was so ably produced. Congratulations are in order.

A reception for the honor guests followed the dinner.

Dance music was furnished during the dinner and reception by the Oakland Firemen's Band, and we wish to express to them our appreciation.

A group of Juniors, including Edith Christensen, Elvera Ham, Marina Ham and Alma Kofoed served as ushers.

We were so glad to see groups from San Francisco, Berkeley, Livermore, and Alameda clubs.

Truly we can declare this event the biggest and one of the most successful ever given by our club. So anxious were club members to attend this affair that many were unable to get reservations several days before the date, because they waited too long before sending in their reservations which were so much in demand.

Mrs. Peterson is in receipt of numerous letters from city officials and prominent citizens complimenting the club on the success of the affair. Hats off to our president for having such quick thought and courage to go ahead in planning this evening of events.

Much credit for the success of the dinner is due Ella Saylor Brooks, Helen Artieda, Bird Wilson, Mary Barmby, Georgia Maiden, Laura Pinkston, Alice Zwilling, Elsie Stoltz, Bessie Wood Gustason, Blanche Stedman, Josephine Swan White, Caroline Irons, Berna Frechette and the committees serving with them; and to the Bekins Co. for their able assistance. It is such cooperation as was given the dinner that goes far toward making this club progress.

No mention of the Civic Banquet would be complete without a word of appreciation to our fine local newspapers for the excellent publicity they so kindly gave us concerning the affair.

AMONG OURSELVES.

Just picture yourself a nurse far over seas during the World War, working with all your might to save the leg of a young man which the doctors said must come off, having been so terribly wounded; and after months of care he was finally sent home in good condition. Then 15 years afterwards to meet him and find him in an important public office, well and strong, due largely to your former care. That was the experience of our Florence Russell this summer on a visit to Los Angeles. What a reception she was given by the young man, his family and his friends! Visits were arranged to the most exclusive movie studios, and the stay of Florence and her friends made a whirl of delight. Bonds forged by such circumstances are not weakened by time or absence.

We are indeed fortunate and happy in being able to introduce you to the newest members in the ranks of the Senior Section, they are: Miss Ennis of the I. Magnin Co.; Alvera Hormes of the Baby Hospital; Mrs. Florence Ring of Grant Miller's Mortuary; and Miss Walsh and Miss Johnson, who are partners in the Dental Surgery Co., located in the Medical Building.

To Josephine McClenegan, membership chairman, goes the credit for doing such splendid work in getting these five fine new members into the club. Mrs. McClenegan has also looked up some of our members who have been neglecting our various meetings and it was most gratifying to see so many of them at our dinner on the 16th of July. We, miss you girls, so please don't stay away from our club affairs.

Our delegate, Faye Otis Buckley, was given a splendid send off to the National Convention, when she departed for Richmond, Va. We are all anxiously awaiting her return for we know she will have much to tell us that will be both entertaining and instructive. Her telegram that was read at the dinner was appreciated by all.

What a lovely card party we had the other evening, everyone had one grand time. Those who were fortunate enough to get high scores certainly were well rewarded with beautiful prizes. Carrie Kennedy and her committee deserve much praise and are to be highly complimented on the success of the evening. This same committee is sponsoring two friendly informal evenings of bridge a month. The first and third Thursdays have been set aside as bridge evenings, the dates for this month are the 6th and 20th. A small charge of 25c per person will be made. It is hoped that these affairs will be so popular that they may be continued throughout the winter. If by any chance you do not know how to play cards there will be someone who will gladly teach you. It is a marvellous opportunity to learn and also to get well acquainted with our members. Then think how cozy and home-like it will be having it in our attractive club lounge.

ATTENTION

Will all members please check up with Mrs. Patigan, as to payment of dues, at once. This is essential in order that a correct report may be made to the National and to insure each member receiving the "Independent Woman".

Ora Egan spent a week-end recently, visiting a marvellous vineyard in Modesto.

Aino Malinen is recuperating from an operation and is at the home of her folks in Astoria, Oregon. We hope to see her in Oakland soon.

Lea Brunquist is enjoying a motor trip up the Redwood Highway and on the beautiful Crater Lake region.

Josephine Holly is vacationing at Santa Cruz.

When last heard from Esther Goodwin was in Hollywood, a dangerous place for a vacation.

Elsie Stoltz is taking her vacation this year in week end trips. From the 4th of July holiday, in the High Sierras, she brought back moss out of which was made much of the landscape for the Lake Merritt centerpiece at the civic banquet. And just so that she might properly absorb the civic atmosphere she slept one night in the open air against the wall of the city hall in a mountain town.

Claudine Detoy is enjoying her vacation by taking short trips in her cute little coupe.

Mary Barmby is back from the East where she attended the meeting of the National Library Association at Yale, yes, and she was one of the speakers at the meeting. We are mighty proud of our faithful member.

We are so happy to report that Anna Lignell has fully recovered from her recent serious illness and has been back at her office for several weeks, however she is now enjoying a well deserved vacation.

Mrs. Florence Sias is vacationing in Hanford.

Speaking of vacations. Did you ever see anyone have so many as does Mary Campbell? She and Florence Bussell are enjoying a visit to the Russian River country.

Bird Wilson is motoring leisurely up the north coast, with Mt. Hood as her objective.

Dr. Ella McGilvery is planning a restful vacation at her place at Clear Lake.

Here's hoping that no legal matters arise in our club until our Parliamentarian returns from her well deserved vacation.

A wedding of real interest to the Oakland BPWC and to the State League took place July 2, when Mabel Graham, daughter of our member Mrs. M. B. Graham, became the bride of Chester L. Chappell at a lovely home ceremony. The young couple have established a home in Gilroy. Mrs. Chappell is a past president of the Gilroy BPWC and is very active in League affairs. Our best wishes are extended to the young couple.

Honor has come to Alma Kofoed, a past president of the Juniors, who acted as presiding officer at the Quarterly breakfast held in Berkeley on August 2nd.

Word has been received from Elizabeth Cooper that following the N. E. A. convention in Los Angeles she journeyed to British Columbia and arrived in time to see the Victoria Diamond Jubilee. She got a real thrill when she saw the U. S. flag displayed on the Parliament Building and in the streets with the British flags and to see our Navy boys parade during the celebration.

Faye Buckley was the means of delivering a real thrill to our good friend Mae Wilkin when she took back to White Sulphur Springs the "Round Robins" that many of the members joined in sending Miss Wilkin. Cards have been received from Miss Wilkin telling of her pleasure and happiness over receiving the messages. To quote Miss Wilkin, she says: "Yes, I'm coming home, as soon as the depression quits depressing. So if any of you have a desire to see me, just jack business up and I'll come right along." Need we add that we hope that the we add that we hope that the time won't be in the too dim distance.

Georgia Maiden has been honored by election as president of the Roycroft Junto Club. And still she finds time to do so much for us.

Have you heard the good news? The book reviews are to start again. Announcement of the first program will be made shortly.

Watch for Josephine Swan White's announcement about the September Morn breakfast in the September issue of the Herald.

There is no reason why we cannot all take part in the big dance the club is giving in October. Our club member Alice Zwillinger has offered us dancing lessons, 6 for \$3.00 to be given right in our own club rooms. Why not join in the fun? Then, you know it is healthy exercise too.

Here is good news for those who are interested in swimming. Elsie Stoltz is getting a jolly group together for a swim each week, wouldn't you love to join them? If so get in touch with Miss Stoltz.

Thanet Mellick Campbell was in town recently from her home in Los Angeles. She is now the busy housewife. We hope she will find it possible to visit the Juniors on her next trip north.

Colonial Cafeteria Co.

Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California



CHAPEL OF MEMORIES

TERESINA B. MORGAN, MANAGER

**OAKLAND
CREMATORIUM**
(Oakland Columbarium)

Howe and Mather Streets... OAKLAND

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, September 1, 1931

Number Fourteen

THE BUSINESS AND
PROFESSIONAL
WOMEN

will enjoy

Remar Bread

Try a Loaf Today

Golden Sheaf Remar Co.

DEVANT'S CAFE

COR. LAKE PARK AND
LAKE SHORE AVES.

Phone GLencourt 1920

HARRY G. WILLIAMS

FUEL OF ALL KINDS

Everything for the Garden

2000 FRANKLIN ST.

GLen. 2131 Oakland, Calif.

CALENDAR FOR SEPTEMBER, 1931

DRAMA READING

Tuesday, September 1st, 8 P.M.

Reader: MRS. OSCAR MAILLARD BENNETT
of University of California

Play: "The Breadwinner"

Tea will be served, and social hour follow.

Tickets for series of three readings (the other two on
first Monday in October and November respectively) will
be on sale at the door for total price of only \$2.00.

Single tickets, 75c.

STATE QUARTERLY MEETING

Saturday and Sunday, Sept. 5th and 6th

at Santa Rosa, Calif.

Meetings held at Elks Temple

Opening banquet Saturday, 7 P. M.

Round Table meetings and Open Assembly, Sunday,
9:30 A. M.

Drive to Petrified Forest in afternoon.

INFORMAL BRIDGE PARTY

Thursday, September 10th, 8 P. M. 25c per person.

Chairman: Carrie P. Kennedy

Social evening, with instruction in Bridge if desired.

BOOK REVIEW

Saturday, September 12th, 2 P. M. No charge

(See program on inside page.)

DINNER — CALIFORNIA NIGHT

Thursday, September 17th, 7 P. M. \$1.25 per plate.

Guest of honor, HON. JAMES ROLPH, JR., Governor of Cal.

Soprano Solos: Berna Frechette, with Caroline E. Irons at
piano

Dances: Spanish Ballet, by Pupils of Alice Zwilling, with
Muriel Olosson at piano

Community Singing, led by Blanche Stedman, with

Josephine Swan White at piano

Alice Zwilling, Chairman of program, requests all to wear
Spanish Shawls that have them.

Reservations must be in by morning of Thursday,
September 10th

INFORMAL BRIDGE PARTY

Thursday, September 24th, 25c per person

SEPTEMBER MORN BREAKFAST

Sunday, September 27th, 9:30 A. M. 50c per plate.

Josephine Swan White, Chairman

(See Program on inside page)

BUSINESS WOMENS HERALD

Official Publication of the
**BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.**

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

President.....Maud E. Petersen
Vice-President.....Alice G. Moore
Secretary.....Mary Lota Mitcheltree
Cor. Secty.....Carrie P. Kennedy
Auditor.....Sue M. Bradley
Treasurer.....Anna L. Clevenger

DIRECTORS

Georgia Maiden
Elsie O. Stoltz
Jessie D. Scott

Victoria Escoffier
Clara McKenney
Claudine Deto

Mrs. Della Patigan
Executive Secretary

1608 Webster St. Holiday 6642

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy

JUNIOR SECTION

Catherine Molinari.....President
Alice Moore.....Advisor
Isabel W. Dingwall.....Advisor

THE PLAY

We are so proud to announce the Drama Readings — Mrs. Bennett is an interpreter of unusual ability, and to us busy women this is a rare opportunity to keep in touch with the plays most talked-of, even tho we are so far from New York. The first one, on Tuesday, Sept. 1st, is a comedy. Come and forget prosaic life.

NATIONAL.

The keynote of our National Convention was in keeping with the place where it was held, Richmond, Va., the birth-place of a government providing freedom from tyranny and social and economical equality for all.

So this convention crystallized into a discussion of economic freedom, for women especially, recognized to be the lowest paid workers in every line.

A ten-year plan was discussed, the first step of which is that every club in the Federation and every member in every club shall make a study of the economical situation in her locality. With that knowledge we shall be ready for the next step in finding our way to economic justice.

* * *

SOMETHING WORTH WHILE.

Many of our generous members know of the valuable work being done by our Club through its Educational Loan Fund. That this work may continue the Trustees, namely, Hermine Kruger, Chairman, Elisabeth Sherman and Mary Barmby, now desire to report that applications for loans have been very active of late, and so much so that our cash is all in use and \$200.00 more promised ahead for January, 1932.

Aren't you glad! And it you could meet these earnest young people who have been coming to us for aid in completing their studies you would be even more interested.

May we ask that all who pledged last year to earn and give \$5.00 or more to this fund, do so NOW. And if you did not happen to be at that meeting where pledges were made, remember we count on you just the same. We need the money if this work is to go on. Make checks payable to the Club and send to 1608 Webster Street, and put the words "Loan Fund" on the check. And "Thank You".

SEPTEMBER MORN

No one who has attended these breakfasts in the past need more than the announcement of the date to make them hasten with their reservations.

While Josephine Swan White is as usual general chairman, she will be assisted by Josephine McClenegan, chairman of breakfast.

Rudolphine Radil will favor us with a Birthday Song.

Community Singing will be led by Florence Drake LeRoy.

"Fairies of the Morning" from Alice Zwillinger's School of the Dance, will enliven us.

The University of California Little Theatre Trio will delight us with lovely music, with Miss Mary Kathryn Drake, pianist, Mrs. Ruth Staples, cellist, and Mr. Sterling Gorrill, violinist. Miss Elizabeth Hunt, soprano, will be their soloist.

And most fittingly, an inspiring address, by Miss Patricia Duffy, of Oakland Unity and Truth Center.

A word of greeting will be

given by the following September morns: Sue Bradley, Marie Graves, Mary Belle Guber, Jennie Hammond, Karen Johnson, Alice Kirkland, Hermine Kruger, Josephine McClenegan; Jeannette Saunders, Jessie Scott, Elisabeth Sherman, Bessie G. Whitaker, Elizabeth Porter, and Mary J. Johnson.

APPRECIATION

Our sincere thanks to our Juniors for getting out the Herald during absence of the editor. It was a splendid issue, and so well done. Makes us feel like calling on you again, girls, before vacation.

Being quick to excuse the mistakes of others is not always an indication of a charitable mind — some of it may come from the great amount of practice that we have acquired in excusing our own.

A novelist says that true literature is that which tells little but leaves much to the imagination. At that rate the official weather forecasts are true literature.

AMONG OURSELVES.

So glad to report Miss Ennis recovering from a fall while riding horseback.

Mrs. Perata is enjoying her delightful summer home in Sonoma County.

NEW MEMBERS

We extend a hearty welcome to Mrs. Foye, of A. Sutherland, Grocer, and to Mrs. Thurson, of White Securities.

The Style Talk at the luncheon on August 13th was much enjoyed; the singing lovely, and the convention talks by our own delegate Faye Otis Buckley, and our Regional Chairman, Annie Woodall, of Berkeley, most interesting. We want more.

It was nice to see old members again, Mme. Louise Kurtz, Daisy Short, Thora Benson, Mae Neidt, and Mrs. Junior. And how delightful to welcome Mrs. Presher with her darling child, the Club's child, we feel.

At the August birthday table were Dr. Swauger, Jessie Frost, Suzanne Chalmers, Rose Burckhalter, Bethia Fulton, Mabel Kuss, Emilie Edmonds, Clara McKenney, Alice Osborne, Jessie Phillips, and Elizabeth Cooper, with cake and everything.

Carrie Kennedy reports \$101.15 profit on the card party. Some party, and some Carrie Kennedy! She is on hand at the informal bridge parties, and helping everyone to get acquainted and become bridge experts at the same time.

If you are interested in a "Swim Group" send in your name. Plans are under way.

And don't forget the dancing lessons on Monday evenings, by Alice Zwilling, six lessons in class for only \$3. No excuse for not knowing the latest steps.

Following the Style Talk of last month, there will be other five-minute talks by our members, on real estate, insurance, and beauty aids, etc. May Crowder is chairman of the group of members interested in real estate and investments, with Lea Brunquist heading a group of insurance experts. Each will arrange to give us the high lights on these important subjects.

Take Notice: — Our splendid member, M. DeNeale Morgan, will have an exhibition of her lovely paintings at Paul Elder's Gallery in San Francisco from Sept. 28th to Oct. 17th. We won't want to miss seeing them, and hope to possess some of them.

Mr. Devant, for a time manager of the building, has opened a lovely restaurant at the corner of Lake Park and Lake Shore Ave. Mr. Devant is a caterer of experience. Try the new place to eat.

Kindly see that Mrs. Patigan has your correct home and business phone and address; also that your occupation is properly named. A committee is working on a good, practical Roster.

The Herald went to press too early to report the Chinese dinner but from the advance decorations in the hands of Bessie Whittaker and Elsie Stolz, and the program arranged by Georgia Maiden and Dr. Swauger, we can safely say it was one of the loveliest affairs we have had.

Miss Georgia Bullock, Municipal Judge of Los Angeles, was appointed by Governor Rolph on August 14th to the Superior Bench of Los Angeles County. She is the first woman Superior Judge in California.

This marks another milestone in the advancement of women in public life.

At the Conference in Berkeley Josephine Swan White gave a fine talk on programs for clubs, and Josephine McCleneghan gave a very interesting talk on membership. We were proud of our two Josephines.

It was good to see so many of our Juniors at the breakfast in Berkeley, and our Junior President stating her aims for the club. Of course our Senior President was there, full of enthusiasm, with an outline of our club's ambitions for the year.

Among the recent vacationists are Anne Clevenger, spending a happy week on her sister's ranch; Maud Mitchell, away up in Seattle, and Georgia Maiden and Mrs. Maiden taking a restful trip to Carmel and Santa Cruz.

Olive Bledsoe is in the mountains, and Bird Wilson took a last week of her vacation to her favorite Fallen Leaf Lake.

Miss Leonhardt, our new member from the Baby Hospital, is far away in British Columbia. Jean Baird is enjoying Seabright, while Bethia Fulton has just returned from Ben Lomond. Alice Moore is enjoying the Y. W. conference at lovely Asilomar. Lois Martin and Alice Irwin are also at Seabright. Seems to be a favorite locality with our members.

Alice Burnell is showing her niece from the East the wonders of the North Pacific Coast, while Eloise Cushing is in Southern California.

Lela Geddes is combining business with pleasure on a trip to British Columbia. Grace Lyon is spending a month in Mendocino County, and Sue Bradley is visiting at Boulder Creek.

Carrie Kennedy has been taking much needed rest at Russian River. Mary Campbell has been enjoying Aetna Springs. How many trips is this this summer, Mary?

BOOK REVIEW

Isn't it joyful to have a Book Review again? And just look at the program Hermine Kruger has arranged!

Elisabeth Sherman will review "The Good Earth" and other new books.

Lola Stephens will make her Club debut with Current Events.

Alice Moore will please us with timely "Poems of Autumn".

Then tea will be served, and a stimulating Round Table discussion will be led by Professor Lester K. Born, of Cleveland, Ohio, who will speak of Erasmus (1466-1536...) an independent thinker of the 16th century, and his contributions to contemporary thought.

This program open to all club members without charge, and you may bring a guest or two, gentlemen included.

Prosperity begets friends, adversity proves them.

Walking isn't such a lost art. One must, by some such means get out to the garage.

RADIO PRAYER

Dear Lord: Let all the words
Speeding so swiftly thro the air
Be clear as light, and let each bear
Silvery joy, such as the rare
Sweet notes of birds
Accord.
Wilt Thou
Let music find
The shadows that are dark with pain
And tears; let some soft lyric strain
Bring cheer and sunlight there again;
Let peace a mind
Endow.
I pray
That to the soul
Discouraged with long tasks undone
Bright, gallant words may swiftly run,
Stirring his heart, to valor, so that none
Shall miss his goal
To-day.

Lexie Dean Robertson.
(Good Housekeeping.)

JUNIOR JOTTINGS

Tuesday, Sept. 1. Business meeting and program. COME. Following the regular business Miss Mary Barmby, of the Seniors and Alameda County Librarian, will give us an interesting talk on various phases of her work.

Tuesday, Sept. 15. Social meeting. A grand time is being planned for a moonlight picnic at Lake Merritt, you will be missing a lot of fun if you fail to come. Cards will be sent out giving full details of the affair.

Bear in mind that our next Junior dance will not take place until October 23, tell your friends.

Have you heard the news? Two more of our members have announced that they are soon to change their names. Our former president, Nan Body, arrived at our last social with a lovely diamond on THE finger, James Gleason Resseguie is the lucky man. Their wedding is planned for the near future. Our auditor, Alice Koudelka, also has a darling ring, she has said "yes" to Harry Harmon. Sincere wishes for every happiness is extended these two couples.

Genevieve Tocchini, our vice president, spent a delightful vacation in Carmel sketching some of the beautiful scenery that country is famous for. Later she motored to Lake Tahoe.

Cards have been received from our president, Catherine Molinari, reporting a marvellous time in the Grand Canyon, where she is enjoying the gorgeous wonders of that place.

Harriet Bakewell,
Publicity Chairman

ON TO SANTA ROSA

The program of the Quarterly meeting of our State League on Saturday evening and Sunday morning, the 5th and 6th of September, is in charge of Mrs. Estelle Close and her able committee. We know the hospitality of the Santa Rosa club, and what a good time we may expect.

First, the banquet on Saturday evening, at the Elks Temple. A very interesting program. Then a breakfast Sunday morning at 8:30, with Round Table meetings at 9:30, followed by the open assembly. There we shall meet club members from the northern district, renew old ties and make new ones, and compare notes of club affairs, and plan new accomplishment. In the afternoon a drive is scheduled to petrified forest and other places in lovely Sonoma Valley.

The Occidental Hotel makes the low rates of \$1.50 and \$2 for one in single room without bath, or \$2.50 and \$3 for two in the room. With bath, one person

\$2.50 to \$3, or \$3.50 and \$4 for two in room.

Reservations should be sent to Alice Risley, 313 B St., Santa Rosa. Mrs. Patigan will be glad to make them for us. Let's go and have a wood time with our club sisters.

"Dear God," prayed golden-haired little Willie, "please watch over my mamma."

And then he added as an afterthought — "And I dunno as it would do any harm to keep an eye on papa, too."



COOLEY & PARKR

PRINTERS

907 Franklin Street, Oakland

Phone HOLLiday 9300

ORA EGAN

LINOTYPING

Publications

Printing

(Only woman owning and operating
Linotype in Alameda County)

408 12th Street Phone HOLlday 3200

Colonial
Cafeteria Co.

Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California



CHAPEL OF
MEMORIES

TERESINA B. MORGAN, MANAGER

OAKLAND
CREMATORIUM
(Oakland Columbarium)

Howe and Mather Streets... OAKLAND

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, October 1, 1931

Number Fifteen

THE BUSINESS AND
PROFESSIONAL
WOMEN

will enjoy

RemarBread

Try a Loaf Today

Golden Sheaf Remar Co.

DEVANT'S CAFE

COR. LAKE PARK AND
LAKE SHORE AVES.

Phone GLencourt 1920

HARRY G. WILLIAMS

FUEL OF ALL KINDS

Everything for the Garden

2000 FRANKLIN ST.

GLen. 2131 Oakland, Calif.

CALENDAR FOR OCTOBER, 1931

DRAMA READING

Monday, October 5th, 8 P. M. Garden Room.
Reader: MRS. OSCAR MAILLIARD BENNETT.
The Play: "Green Grow the Lilacs".

Admission, single ticket 75c. Series of three,
Interchangeable, for \$2.00.

INFORMAL CARD PARTY

Thursday, October 8th, 8 P. M. 25c

Instruction in Bridge, if desired.

A social game; radio music; a cup of tea.

BOOK REVIEW

Saturday, October 10th, 2 P. M.

See program on inside page.

LUNCHEON

Thursday, October 15th, 12:15 P. M.

Suzanne M. Chalmers, Chairman.

Beauty Talk, 5 minutes, Arranged by Clara McKenney

"China To-day", Dr. Luella Stone Swauger.

"The Banking Situation", Meta C. Mohr.

Reading: Lucy May Mortimer.

"The Bridge Game", "She Powdered Her Nose",

"The Lonely Honeymoon".

JUNIOR TEA

Sunday, October 18th, 3 to 5 P. M. All Seniors
invited.

INFORMAL CARD PARTY

Thursday, October 22nd, 8 P. M. 25c.

HALLOWE'EN DINNER AND BARN DANCE

Thursday, October 29th. All Over the Building.

Anne Clevenger, Chairman of Arrangements.

Dinner will be served at 7 P. M. in Garden Room.

Dancing in Auditorium at 8:30 P. M.

Bridge Games in the Lounge.

Gypsy Fortune Tellers "around the corner".

Hallowe'en Costumes requested, but come anyway.

Prizes for the best, the funniest, and the most
dignified costume.

Otherwise, leave your dignity at home.

Fun, Frolic, and Flippancy.

Make reservations for luncheon and dinner. HO. 6642.

BUSINESS WOMENS HERALD

Official Publication of the
**BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.**

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

President.....Maud E. Petersen
Vice-President.....Alice G. Moore
Secretary.....Mary Lota Mitcheltree
Cor. Secty.....Carrie P. Kennedy
Auditor.....Sue M. Bradley
Treasurer.....Anna L. Clevenger

DIRECTORS

Georgia Maiden
Elsie O. Stoltz
Jessie D. Scott
Victoria Escoffier
Clara McKenney
Claudine Detoy
Mrs. Della Patigan
Executive Secretary

1608 Webster St. HOLIDAY 6642

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy

JUNIOR SECTION

Catherine Molinari.....President
Alice Moore.....Advisor
Isabel W. Dingwall.....Advisor

BOOK REVIEW

On Saturday, Oct. 10th, at 2
P. M., the following delightful
program will be given:

Caroline Irons will describe
the music of Oberammergau, il-
lustrating it on the piano.

Mary Barmby will tell us of
the newest books, including
Lawrence's "The Man Who
Died".

Laura Pinkston will narrate
interesting current events, and
while tea is being served, Bird
Wilson will give a poem or two.

All club members welcome,
and guests. No charge.

Each one of us has been filled with awe and wonderment
as we have gazed at the autumnal sunsets, and watched the
glory fill the skies in the west, and as it faded away in the
ocean, turned to the east and saw the exquisitely tinted
reflection, as though the Creator knew we couldn't stand the
sudden drop from vivid life to deadly cold, and took us by
slow stages through the softer hues until the stars came out
to illumine the night.

Each one of us has felt the responsive urge in our hearts
at the blossoming of spring on the hills, and the signs of new
life everywhere.

Each one of us has glowed with fervent joy at the lovelight
in the eyes of a dear one, and felt the nearness of heaven
in that presence.

Suppose this power to see were taken from you? What
would take its place? How would your life be filled?

There are those in our midst who face this situation. They
are doing it bravely and well. But can we not make it a little
easier in some ways?

Their material necessities are supplied by the community,
in the Home for Adult Blind, but for clothing and spending
money and little pleasures they are dependent upon their
earnings. Beautiful things are made by them, as well as prac-
tical articles. Some of them are on exhibition at our club
rooms. Look them over, and you will surely find something
that you want for your own home or for a gift to a friend.
Orders will be taken by Mrs. Patigan.

Also, some of our members who have talent are arranging
programs of entertainment at the Home. Won't you join in
that?

How better can we show our appreciation of our own bless-
ings than by sharing our good with others?

JUNIOR JOTTINGS

Tuesday, October 6. Regular
business meeting with President
Molinari presidinf.

Sunday, October 18. Member-
ship tea in honor of prospective
members from 3 to 5 P. M. A
cordial invitation is extended
the Seniors and friends of the
Juniors to attend this enjoyable
afternoon tea. Names of pros-
pects may be sent to Frances
Kofoed, membership chairman,
and she will extend an invita-
tion to the young women.

This month the membership
tea is taking the place of our
regular social meeting held on
the 3rd Tuesdays. Bear this in
mind when marking your Octo-
ber calendar.

Friday evening, October 23.
Save this date for it is the nite
of our Junior Dance. Tell your
many friends of this event.

After October 17th, we will
greet our former president by
her new name, Mrs. James
Gleason Resseguie. Yes, Nan
Body is to become the bride of
"Jimmie" Resseguie on that

date. We offer our wishes for
health, wealth and happiness.
Harriet Bakewell,
Publicity Chairman

POSTER CONTEST

The National Federation is
offering a prize of \$50. for the
best poster depicting modern
woman, and her achievements, to
be used during National Busi-
ness Women's Week by all the
clubs in the Federation. At
Santa Rosa our California Leag-
ue decided to offer in addition,
a prize of \$25. for the best pos-
ter submitted in California.
This contest is open to students
in art schools and art depart-
ments of high schools, and will
close October 23rd.

Our president has appointed
the following to act as the com-
mittee to conduct the contest for
our club: Bird M. Wilson, Faye
Otis Buckley, and Blanche Sted-
man.

News has just been received
of the sorrow coming to Cath-
erine Heineman in the loss of her
brother. Our sincere sympathy
is with her.

AMONG OURSELVES.

Laura Pinston has moved to a downtown apartment, at 116 Lake St., HOLLiday 2590. Now she'll be much nearer the club.

It is interesting to learn that one of our new members, Miss Ruth L. Thorsen, has relinquished her position with the American Consulate-General of Tokyo, Japan, to reside here and devote her time to the investment banking field. She is with W. L. White & Co., 1924 Broadway, in charge of the department for women.

The Public Welfare League is presenting a fine series of Round Table Discussions on Employment Problems, led by specialists in the various lines. They are on certain Friday evenings, from Sept. to April inclusive, the entire course open to the public for an enrollment fee of only One Dollar. In October the dates are the 9th and 23rd at 324 Thayer Bldg.

Maud Mitchell met with quite a serious accident while on a vacation motor trip in Washington. Glad to report she is home now, and on the way to recovery.

Florence Bussell attended the Quarterly Meeting of State League in Santa Rosa, and reports a very lively meeting, besides a nice visit with our former member, Addie Jensen. We are only loaning her to the Santa Rosa Club.

Elizabeth MacGibbon has been vacationing in Los Angeles.

Frances Reiff and her mother are enjoying a trip to the south-land.

Another delightful reading of the drama on Monday, the 5th. Mrs. Bennett has selected "Green Grow the Lilacs" as the play. How favored we are to have these famous plays presented to us so beautifully, and at so little expense.

And let us hope we may have more, Book Reviews. The one arranged by Hermine Kruger in September was so much enjoyed by many club members and guests. It is another feature furnished by our club out of the usual, and of the highest quality, without any charge whatever.

And still another privilege is afforded to club members in the

opportunity to learn to play bridge, either auction or contract, at the informal card games on the second and fourth Thursdays, with Carrie Kennedy as hostess. If you really care to learn from competent teachers, or if you enjoy a social game of bridge with competent players, come on October 8th and 22nd to the club quarters. If it means nothing to you, they will probably be discontinued soon.

Doesn't the Hallowe'en program sound alluring? Never in our club life have we failed to have a Hallowe'en party, and Anne Clevenger and her committee are sure to make this a "whiz-dinger".

Carrie Kennedy is singing "Buy a Broom" now. She sold the first broom from the Blind Home at the card party.

Matilda Witger is visiting in Los Angeles and Mabel Davidson is in the South on a business trip.

Words fail us in attempting to describe the California dinner, with its brilliant list of guests, including Congressmen, ex-Governors, and prominent state and city officials. The auditorium was filled to capacity, and was a beautiful picture with the Spanish influence in decorations, combined with the reminders of the days of '49. Again Elsie Stoltz and her committee are to be congratulated. Everyone was extolling the cooking, and the program of Spanish dances arranged by Alice Zwilling was captivating. Our Juniors, in Spanish costumes, and the alluring Spanish airs by the trio, added much to the enjoyment. Governor Rolph's appreciative and inspiring address was appropriately followed by a tableaux of our State seal, our own Edna Stanger as the central figure, and two pupils of Alice Zwilling representing the golden poppy and California bear.

Such affairs as these are the best kind of publicity our club can have, bringing a fine return, in new friends and new members, an expenditure of labor and money wisely made.

Don't delay filling in the roster cards as soon as you receive them, and mailing them to the club. We all need the Roster, and your co-operation is necessary.

Through Miss Curran, of Jackson Furniture Co., who has returned to us as a member, we now have a fine radio in our club quarters, loaned to us by Jackson's. Now we can congregate there for any special feature being broadcasted, besides having lovely music for any informal meetings there. We do appreciate it.

Our new member, Miss Barbara Schmitt, exhibited her spirit of club co-operation early, loaning the covered wagon and the bears that graced the speakers table on California night. Further than that, she offers to teach our members how to make favors and party decorations. If you are interested in this, please phone Mrs. Patigan that you will be one of the group, then a time will be arranged for it at the club quarters.

Aino Malinen wishes thro the Herald to thank the many members for their remembrances while she was ill and away from Oakland. We hope she will soon be with us regularly.

Our president and Faye Otis Buckley attended the Advertising Dinner of Alameda Club. It was a very big affair, handsomely staged.

Josephine Swan White and Mr. White went exploring new lakes in Southern Oregon, and actually got lost in the snow. But happily she is here for the September Morn Breakfast, which promises to even surpass that of last year. Sorry the Herald goes to press before it takes place.

Mrs. Bela Sias was among the unfortunates to suffer an accident that kept her in bed for two weeks, but she is now busily planning a program to be given at the Home for Adult Blind on Telegraph Ave. early in October. We hope many of our members can attend. The date can be obtained from Mrs. Patigan a little later.

Tahoe has been a favorite playtime place for our members, as Pauline Otis and Mr. Otis, with Faye and Homer, spent some time there last month, and Mrs. Jean Roth has gone to Carnelian Bay at the lake, planning to remain there all winter if it doesn't become too cold. How about visiting her when the winter sports are on?

FRIENDSHIP FOUNDATION

"All hail" to the new enterprise started by Hermine Kruger. Not satisfied with a life of idleness, but seeking opportunity for service, she has opened an office at 912 Financial Center Bldg. for the making of loans to students, putting her own capital into it, and for the present managing it entirely herself.

On her trip East last year she investigated the large Foundations of this country, their objects, their returns, their manner of conduct, and their ethics, and realized that there was a field of usefulness especially suited to her. And the whole idea was really suggested through the work done by her in administering the loan fund of our club, which is very active at present, by the way.

In time this may become an incorporated body equipped to cover a wide field of service, and to which we club members, and other fortunate individuals, may give or bequeath money, knowing the good work will go on through the years. There is truly a spiritual satisfaction in such work.

Call and see Hermine in her attractive office any morning except Saturday, between 9 and 12.

NEW MEMBERS

We are happy to extend the hand of welcome to our new members, Mrs. Ivy McIntosh, whose business is making loans, Mrs. Maude Graham, Parliamentarian and Teacher of Parliamentary Law, and Miss Barbara Schmitt, owner of "The Party Service Shop", 410 15th St. Look them up at the next meeting and get acquainted. They're quite worth while.

Victoria Escoffier has become quite cosmopolitan. She has moved her home to Piedmont, and her work keeps her in San Francisco all day. But she is still loyal to the Oakland B.P. W. Club, we are happy to say. We wouldn't like to carry on without Victoria.

Ora Egan is enjoying a visit from her sister, Miss Laura Lafontaine, from New York City, whom she had not seen for ten years. She expects to make her home in Oakland.

CORRECTION

The correct classification of our new members, Miss Mary Johnson and Miss Blanche Walsh, is Medical Dental Surgery Co., and their location is the Medical Bldg.

They would be glad to have our members make a friendly call at their offices, that they may show them their new and interesting work.

Teresina Morgan and "friend husband" had a delightful vacation trip to Tahoe recently.

Clara McKenney ran away to Portland for recreation.

Nell Wishart has been visiting relatives in the south, and seeing the sights of Los Angeles also.

Sorry to report that Hazel Steen found it necessary to spend some time in the hospital, but she was out on California night, lovely as ever.

JUST SMILE

If the weather doesn't suit you,
Just smile.

If some one should dispute you,
Just smile.

If some angry words are spoken,
Do not think a friendship broken
Just smile.

If bad luck seems to hit you,
Just smile.

And lots of trouble gets you,
Just smile.

If we look, we're sure of finding
That dark clouds have silver lining,

So just smile.

If you wake up with a frown on
Just smile.

If you've not much cash to vouch
on,

Just smile.

For life is what we make it,
And it's cowardly to shake it,
For it doesn't cost a penny,
So just smile.

Velma Boynton

—O—

FOR FUTURE REFERENCE

Mother—Johnny, you've been fighting again and two of your teeth are gone.

Johnny—Naw they ain't. I got both of 'em here in my pocket.

—O—

Gil: "Why does a red-headed woman always marry a meek man?"

Charlie: "She doesn't. He just gets that way."

Teacher: "Can you tell me what a waffle is, Junior?"

Junior: "Yes'm, it's a pancake with a non-skid tread."

Leamington Florists LTD.

19th and Franklin Sts.
Phone GLencourt 3040
N. MICHELIS OAKLAND

ORA EGAN LINOTYPING

Publications Printing
(Only woman owning and operating
Linotype in Alameda County)
408 12th Street Phone HOLLiday 3200

Colonial Cafeteria Co.

Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California



COOLEY & PARKER

PRINTERS

907 Franklin Street, Oakland
Phone HOLLiday 9300



CHAPEL OF MEMORIES

TERESINA B. MORGAN, MANAGER

OAKLAND
CREMATORIUM
(Oakland Columbarium)

Howe and Mather Streets... OAKLAND

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, November 1, 1931

Number Sixteen

THE BUSINESS AND
PROFESSIONAL
WOMEN

will enjoy

RemarBread

Try a Loaf Today

Golden Sheaf Remar Co.

Leamington Florists

LTD.

19th and Franklin Sts.

Phone GLencourt 3040

N. MICHELIS OAKLAND

HARRY G. WILLIAMS

FUEL OF ALL KINDS

Everything for the Garden

2000 FRANKLIN ST.

GLen. 2131 Oakland, Calif.

CALENDAR FOR NOVEMBER, 1931

DRAMA READING

Monday, November 2, 8 P. M. Garden Room.

Reader: MRS. OSCAR MAILLARD BENNETT,

The Play: "Caponsacchi", a dramatization of
Browning's "The Ring and The Book".

Single Tickets 75c Three for \$2.00.

WAFFLE SUPPER AND CARDS

Thursday, November 5, 6 P. M.

Waffles, Bacon and Syrup, for 25c.

Bridge Games Afterwards.

LUNCHEON

Thursday, November 12, 12:15 P. M.

EDUCATIONAL WEEK PROGRAM

Miss Elisabeth Sherman, Chairman.

Speakers: MRS. DAISY SHORT, of State Board of
Education. "State Interest in Schools".

MRS. FRANK BURCKHALTER, of Oakland
Board of Education. "Loyalty and Citizenship in
Oakland Schools."

MISS PHYLLIS BOSS, pupil at Technical High
School. "Opportunities for Girls in the Modern
High School."

Violinist: MASTER WILLIAM HEYWARD, of
Westlake Junior High School.

BOOK REVIEW

Saturday, November 14, 2 P. M.

(See Program on Inside Page)

THANKSGIVING DINNER

WEDNESDAY (note change of day) Nov. 18,

6:30 P. M. \$1.25.

Miss Alice Moore, Chairman, with November
Team.

Speaker: HON. WILLIAM H. WASTE, Chief
Justice Supreme Court.

Subject: "The Mission Era in California".

Illustrated with Beautiful Pictures.

Soloist: Mr. Irwin Johnson.

Community Singing, Thanksgiving Features, etc.

NO PROGRAM THANKSGIVING WEEK

Phone reservations for Luncheon & Dinner, HO. 6642

BUSINESS WOMENS HERALD

Official Publication of the
**BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.**

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

President.....Maud E. Petersen
Vice-President.....Alice G. Moore
Secretary.....Mary Lota Mitcheltree
Cor. Secty.....Carrie P. Kennedy
Auditor.....Sue M. Bradley
Treasurer.....Anna L. Clevenger

DIRECTORS

Georgia Maiden
Elsie O. Stoltz
Jessie D. Scott
Victoria Escoffier
Clara McKenney
Claudine Detoy
Mrs. Della Patigan
Executive Secretary

1608 Webster St. HOLIDAY 6642

SECTIONS CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy

JUNIOR SECTION

Catherine Molinari.....President
Alice Moore.....Advisor
Isabel W. Dingwall.....Advisor

BOOK REVIEW

Suzanne Chalmers has ar-
ranged the following attractive
program for Saturday, Nov. 14,
at 2 o'clock. It is an "all-mem-
ber" event.

Current Events, by Ella Flynn.
Review of "Their Father's
God", by Rolvaag, and other
late books will be given by Jean
Baird.

A short discussion of Modern
Drama, including certain high
lights from "Charles and Mary",
by Florence Bussell.

The Poetry and Literature of
the American Negro will be
made interesting by Marian
Dougherty.

So there is something for
every taste. And a cup o' tea
afterwards for the friendly chat.
All are welcome, and bring your
friends.

LET US BE THANKFUL:

For vision which extends over all the world;
For understanding of the need of all;
For love that gives purpose to our lives;
For the beauty that is round about us;
For the joy and happiness that is in life;
For the strength that comes after trial;
For the comfort of home and friends;
For the privilege of sharing our blessings;
For the united power for good,
And the warm hand-clasps of friendship
In Our Club.

NOTICE—Any time you have
an important message and can't
get Mrs. Patigan on the phone,
call our President, GL. 2132.
She won't mind, but will give
you a happy greeting and take
the message.

JUNIOR JOTTINGS

Tuesday, Nov. 3. Regular busi-
ness meeting. At this time
plans will be formulated for a
very attractive social event for
the month, your ideas and con-
structive suggestions will be ap-
preciated. Come.

Tuesday, Nov. 17. Josephine
Damaschino is planning an in-
teresting social for this date
with the Thanksgiving season as
the theme. Come to the Nov. 3
meeting and learn all the details.

At the last meeting of the of-
ficers and the directors Nan
Body, now Mrs. James Resse-
guie, tendered her resignation
as a director because her home
is now in San Jose. To fill Nan's
unexpired term the officers un-
animously selected Kathleen
Bugler, her appointment was ap-
proved by the club members.
Kathleen has always been one
of our most faithful members
and we feel sure she will serve
the club well in her new capa-
city.

An added duty has been put
upon our Legislative Chairman,
Elvera Ham, she is now to serve
as Health Chairman also.

Have you written your Pal
recently? She wants to hear
from you.

Has your address or telephone
number been changed lately? If
so be sure and notify the presi-
dent or the treasurer.

Harriet Bakewell,
Publicity Chairman

AMENDMENT TO BY-LAWS

The Board of Directors pro-
pose the following amendment
to the By-Laws of the B. P. W.
Club of Oakland, to be voted
upon at the meeting of the club
on Nov. 12, 1931. Amend Sec-
tion 4 of Article III. to read as
follows:

Sec. 4. Any member of the
Junior section of this club ap-
plying for membership in this
club must present evidence of
membership in good standing as
a Junior for one year imme-
diately preceding application,
and be satisfactory to the Mem-
bership Committee of this club.
The dues for a Junior upon en-
tering the Senior club shall be
the regular Senior club dues,
but the initiation fee shall be
only Five Dollars.

HEALTH EXAMINATION

Under the direction of the
State Health Chairman, B. P.
W. C., Dr. Kate R. Gompertz,
a complete health examination
is available to our membership
for the nominal fee of \$6.00, as
follows: On Saturday, Nov. 21,
from 2 to 5 P. M., and on Sun-
day, Nov. 22, from 9 to 12 A. M.,
at Room 513 Medical Bldg., 1904
Franklin St., Oakland.

On the same dates and same
hours, at the Medical-Denta-
l Bldg., 2490 Channing Way
Berkeley.

This is done through the co-
operation of Dr. Kruse, Dr.
Shields, and other phusician
and graduate nurses among ou
membership.

Appointments should be ar-
ranged with Dr. Kate R. Gon-
pertz, 2490 Channing Way, Be-
keley, BErkeley 2415, or THor-
wall 3336.

AMONG OURSELVES.

Jean Roth has provided herself with radio, snowshoes, mittens, books, and lots of goodies, and is ensconced in a lovely home on Lake Tahoe for the winter. Wouldn't it be fun to go up for the Dog Derby in February, and surprise her?

We read with regret of the passing away of the brother of our member, DeNeale Morgan. Our sincere sympathy is with her.

Did you see the exhibit of Posters at the Hallowe'en party? And weren't they interesting? Surely one of them will win the California prize, and if that, why not the United States prize?

Ask Faye Buckley how she runs a Frigidaire?

Now that we have a Tea Room owner as a member, we can join in the chain of Tea Rooms which our State President, Dr. Morse, wishes to advertise across the whole United States, so that we may be at home in one of them wherever we are. Welcome to Mrs. Taylor, of the Deodar Inn.

A Swim Group has started among our members, going to the Y. W. C. A. every Tuesday at 5:30. Only 25c and lots of fun as well as benefit.

NOTICE—On Friday, Nov. 10th, at the Stadium of U. C., 2:15 P. M., the Oakland Public Schools will hold a welfare benefit football game. Two all-star teams will play from West of Lake Merritt and East of Lake Merritt. Proceeds to go to Nutrition and Welfare Fund of P. T. A. for needy school children of Oakland. Admission 10c. Students, 25c.

This is a most worth-while event which we would all like to attend and to help along the good work.

Mae Wilkin writes of the beauties of Indian Summer in West Virginia, but says she wants to come home to California when business will permit. We'll welcome her.

The November Program offers many attractions. First, the play next Monday evening. This is a strong play, made most impressive by Mrs. Bennett in special costume for the event. You will never forget it.

Next, "Open House" at the clubrooms, with a waffle supper for those who don't want to go home before the game of bridge. On all Thursdays when there is no luncheon or dinner program these informal parties will be given, with Carrie Kennedy and our President as hostesses. It may be raining outside, but it will be cheerful by our fireplace, and you may learn to play bridge, or contract, or just chat with friends.

Then on the 10th another program will be given at the Blind Home. The last was so successful that they even put aside Amos and Andy to have more of ours. We want to help them with community singing, also, so plan to spend an hour there and participate in their enjoyment.

The Book Review is always a treat, and the program for the 14th is of the same high class.

Only to read the program for the Educational Week luncheon is sufficient. We'll all be there.

And could we be more greatly honored than by the highest judicial officer of our State, on our Thanksgiving program? Judge Waste has given great care and research to this subject, and with the lovely pictures will give us a rare treat in learning of the unique and picturesque life in early California, our beloved State. It is our time for being thankful. We occupied our building first at Thanksgiving time, you know, and are indeed thankful that we have been able to enjoy so many delightful occasions there, and still may do so.

The lad who will play for our luncheon program, though only 15 years of age, has given programs over radio and elsewhere of his own compositions; a pupil of Mrs. Grace C. Barry.

Mrs. Seccombe, a former member, has had a serious operation and is still confined to the hospital. Our best thoughts are with her.

May Bunker has been visiting in Los Angeles recently.

Mabel Little has been enjoying a vacation at lovely Inverness.

Alice Zwilling, Victoria Escoffier and Anne Clevenger are recent purchasers of articles from the Blind Home. The "fine box" from now until Christmas will be filled for a Christmas fund for the blind. We are to have the privilege of providing Christmas program and treat at the Home.

Victoria Escoffier and our President visited the B.P.W.C. in San Francisco last week, and report a very jolly meeting.

Are you taking advantage of the opportunity to get some of the delicious jellies and jams made by Elsie Stoltz and on sale in our clubrooms, the proceeds to go to the club?

The Philomels met for their semi-annual "get-together" at a progressive dinner, starting at the home of Georgia Maiden, continuing at Lorentzen's, and winding up at the Garden Room. The closing frolic was to have taken place at Josephine Swan White's, but owing to a sprained ankle the plans were of necessity changed. All report a very happy time.

About 50 of our members accepted the invitation of the Lions Club to be with them at luncheon last Wednesday, in observance of Business Confidence Week. We were most cordially welcomed officially by the President, Mr. George Lichteig, and personally at the different tables by the members, and while we shared in the publicity stunts, they very generously excluded us from the fines. And my, how they can fine! But it's all in a good cause. We do appreciate this spirit of friendliness, and hope for an opportunity to co-operate with our "brother" Service Clubs in our community in the future.

Bring your attendance cards to the luncheon meeting, for you will want to win one of those lovely ferns awarded as prizes.

The Roster Committee is working hard on the new Roster, and expect to have it ready by the middle of November. Won't it be good to have cor-

ENTERTAINMENT AT HOME FOR BLIND

Tuesday, November 10, 7:30. 36th and Telegraph.
Program by Mrs. Bela Sias and Club Members.
All Welcome.

rect phone numbers? Have you
sent yours in?

Hurrah for Alice Kirkland, who has been chosen President of the National Association of Record Librarians, at the recent convention in New York. This is the first time the presidency has been given to a western member. The work of Record Librarians is under the supervision of the American College of Surgeons, and must be according to their standards.

AUTUMN HILLS

The valleys now lie wrapped in shadowed blues,
Deep purple rims the hills in royal haze,
The oaks and maples flaunt their gaudy dress—
Thees are the dreamy Indian Summer days!

Grape vines hang, heavy clustered, toward the earth,
The scarlet flame of Toyon clothes the heights —
The Manzanita drops it's ruddy load,
And over all there brood the starry nights.

It is the sere and yellow, mellow time—
Slowly the crimson leaves fall, one by one,
And all the golden hillsides seem to melt
Into the glory of the setting sun.

Cristel Hastings

NEW MEMBERS

Mrs. Maud Taylor, owner Deodar Inn, 1579 Jackson St.

Mrs. Irma Geer Lathrop, District Manager Life Ins. A.O.U.W.

Miss Amanda C. Polley, Designer, 4125 Broadway.

Miss Wanda Brancheau, Modiste, 4348 Broadway.

Mrs. Mina Coath, Artist.

Mrs. Marie Marr, Manager Leasing Dept. L'Hommedieu, Real Estate.

Miss Julia Gallagher, Secretary, L'Hommedieu.

Mrs. Mary H. Neylan, Insurance.

Miss Otilie K. Porter, Owner, Reliable Letter Shop, 15th St.

Mrs. June Swift Smith, Singer, and Teacher of Voice.

All praise for our Membership Chairman, Josephine McClenegan, and a hearty welcome to these splendid women.

Are you making use of our library? There are some of the very latest interesting books for your reading, as well as some of the good older ones.

ATTENTION PHILOMELS

The Philomels who have been asked to give the Christmas Carols for the Christmas program will please meet for rehearsal at the home of Louise Booth, 4424 Webster St., Oakland, Monday evening, Nov. 9th, at 7:30. Every member please be present, as the time is short.

A LETTER FROM PARIS

Our President believes in expressing appreciation NOW and not waiting until too late. So upon seeing an article in praise of our American business women by the President of the Federation of B. P. W. C. of France, she immediately wrote to her, and has received a long, delightful letter in response, telling of the clubs in France, and of the forming of an International Club Home in Paris, where we may all feel at home, and best of all, stating that she hopes to visit us either next year or in 1933. Soon we'll be having such centers in every large city in the world, where we'll feel quite at home with women of like interests and aims and feelings.

The janitor's little boy, very black, was nicknamed "Midnight" by his white friends. He didn't mind their calling him that, but when one day one of his own race exclaimed, "Hello, Midnight!" he retorted indignantly:

"You'se jes' about quarter to twelve yo'self."

DUMB

The following is a reply sent to a Credit man in response to a request for money.

"Dear Sir: In answer to your letter — You know money talks, and as I have no money, I can't say anything."

Patient — "What is good for weak lungs?"

Doctor — "Open the window and throw out your chest."

— Boy's Life.

ORA EGAN

LINOTYPING

Publications Printing

(Only woman owning and operating
Linotype in Alameda County)

408 12th St. Ph. TE. 2575

Colonial Cafeteria Co.

Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California



COOLEY & PARKER

PRINTERS

907 Franklin Street, Oakland

Phone HOLLiday 9300

CHAPEL OF MEMORIES

TERESINA B. MORGAN, MANAGER

OAKLAND
CREMATORIUM
(Oakland Columbarium)

Howe and Mather Streets... OAKLAND

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, December 1, 1931

Number Seventeen

THE BUSINESS AND
PROFESSIONAL
WOMEN

will enjoy

RemarBread

Try a Loaf Today

Golden Sheaf Remar Co.

Leamington Florists

LTD.

19th and Franklin Sts.

Phone GLencourt 3040

N. MICHELIS OAKLAND

HARRY G. WILLIAMS

FUEL OF ALL KINDS

Everything for the Garden

2000 FRANKLIN ST.

GLen. 2131 Oakland, Calif.

CALENDAR FOR DECEMBER, 1931

MERRY CHRISTMAS!

SPECIAL EVENT!

Thursday, December 3rd, 7 P. M. \$1.25 per plate.

DINNER and RECEPTION given in honor of
MRS. GELINE McDONALD BOWMAN
President of National Federation, B. P. W. C.
and Visiting Club Members from Northern
District of California.

Our President and Faye Otis Buckley, Chairmen
Make reservations early, HO. 6642

SUPPER and CARDS

Thursday, December 10th, 6 P. M.

Home-cooked beans, brown bread and doughnuts and
coffee, all for 25c.

Bridge later, or "just visiting".

Our President and Carrie Kennedy, hostesses
"It's a good time to get acquainted"

BOOK REVIEW

Saturday, December 12th, 2 P. M.

(See Program on inside page.)

CHRISTMAS PARTY

Thursday, December 17th, 7 P. M. \$1.25 per plate.

A real home Christmas dinner with all the "fixins",
and a Christmas Tree. And who says there's
no Santa Claus. Come and see.

And the Christmas Carols will be sung in the traditional
manner by the Philomels in appropriate costume,
led by Zannette W. Potter

All the Officers and Directors of the club are hostesses

CHRISTMAS EVE.

Thursday, December 24th, 7:30 P. M.

At Home for the Adult Blind, 36th and Telegraph
Program arranged by Mrs. Sias and the Philomels.

Distributions of gifts from our club to each inmate of
the Home.

Make reservations for the two dinners and bean supper
by phoning HO. 6642

BUSINESS WOMENS HERALD

Official Publication of the
**BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.**

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

President.....Maud E. Petersen
Vice-President.....Alice G. Moore
Secretary.....Mary Lota Mitcheltree
Cor. Secty.....Carrie P. Kennedy
Auditor.....Sue M. Bradley
Treasurer.....Anna L. Clevenger

DIRECTORS

Georgia Maiden
Elsie O. Stoltz
Victoria Escoffier
Clara McKenney
Claudine Detoy
Mrs. Della Patigan
Executive Secretary

1608 Webster St. HOLIDAY 6642

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy

JUNIOR SECTION

Catherine Molinari.....President
Alice Moore.....Advisor
Isabel W. Dingwall.....Advisor

BOOK REVIEW

On Saturday, Dec. 12th, at 2
P. M., a delightful program has
been arranged by Mary Barmby.

Mrs. Constance Mitchell, of
Sather Gate Bookshop, who has
given us so much pleasure be-
fore, will tell us of the new
books for Christmas, for old and
young, and waft you away from
everyday life when she tells us
a Christmas legend.

Hermine Kruger will review
"Adventures in Solitude", by
David Grayson, and other books.
And Josephine Swan White
will give us some of her beauti-
ful Christmas cantillations.

Afterwards, we'll talk it all
over, ovr the teacups.

Bring your friends.

THAT YE LOVE ONE ANOTHER

As we celebrate the birth of the Christ-child we like to think how we can best follow in His way, how we can most truly manifest His teaching in our lives. The following sentiments, advocated by John D. Rockefeller in his 92nd year, express the beautiful doctrine of love so perfectly that we give it to you for our Christmas thought:

"Love your enemies.

"It must be the aim of a Christian to make his enemy lovely.

"It is not my supreme business to secure my safety, but to remove his ugliness. He may only annoy me, but he is destroying himself. He may injure my reputation, but, far worse, he is blighting his own character. Therefore, must I seek to remove the greater things, the corrosive malady in his own soul. I must make it my purpose to recover his loveliness and restore the most likeness of the Lord.

"And only love can make things lovely. Revenge can never do it. Even duty will fail in the gracious work. There is a final touch, a consummate bloom, to which duty can never attain and which is only attainable by love. All love's ministries are creative of loveliness. Wherever her finger rests, something exquisite is born. Love is a great magician; she transforms the desert into a garden and she makes the wilderness bloom like a rose.

"But where shall we get the love to make our enemy loving? From the great Lover himself. We love Love because He first loved us. The great Lover will love love into us, and we, too, shall become fountains of love, for our love will open 'rivers in the high places' and fountains in the midst of the valleys."

CHRISTMAS EVERYWHERE

Everywhere, everywhere, Christmas tonight!
Christmas in lands of the fir-tree and pine,
Christmas in lands of the palm-tree and vine,
Christmas where snow peaks stand solemn and white,
Christmas where cornfields stand sunny and bright.
Christmas where children are hopeful and gay,
Christmas where old men are patient and gray,
Christmas where peace, like a dove in his flight,
Broods o'er brave men in the thick of the fight;
Everywhere, everywhere, Christmas tonight!

For th Christ-child who comes is the Master of all;
No palace too great, no cottage too small.

(Phillips Brooks)

CANDY! CANDY!

Again the candy sale is on! Carrie Kennedy and the P. O's made a few sales for Thanksgiving, and hope to double the total amount this year by Christmas. The candy is better than ever, with chopped nut filling, and with every club member a salesman we surely will have splendid returns.

Only \$1.25 for a 5-pound can. Deliveries can be made, if necessary; otherwise, get your cans at the club house.

NOTICE!

The Swim Group will not meet until January.

Also,

The Dance Class will not meet until January.

Watch the Herald for dates
Everyone too busy with
Christmas to enjoy these diver-
sions this month.

NEW MEMBERS

Mrs. A. M. Bennetson, plan
manager for Miles & Scott.

Mrs. Alverna Holmes, Regis-
tered Nurse, Children's Hosp-
tal.

Heald College

An institution which has since 1863, educated approximately one quarter million students many of whom have become nationally known as leaders in all lines of commercial activity

Get Ready For Xmas
GIFTS, CARDS & WRAPPINGS

The Yellow Lantern

6 Grand Ave. 1424 Alice St.
A. 2270 LA. 5041

Christmas Table Decorations
Place Cards and Favors
The Party Service Shop
CHRISTMAS CARDS, SEALS
TAGS and GIFT WRAPPINGS
10 15th Street. TE. 1666

Why Worry?

I'll make up and Notary your
Income Tax Report
Modern Record Keeping
Scientifically Worked out
Applied and Made To Fit
Each Individual Business

FRED OTIS

BUSINESS SYSTEM DEPT.
OTIS
File & Office Furniture Company

W. L. WHITE & CO.

STOCKS — BONDS
315 FIFTEENTH STREET
Oakland, California
Telephone Higate 4140

Maiden,
Rittigstein & Co.
BUSINESS PROPERTY
SPECIALISTS

20 15th Street HO. 5800

With Hearty Good Wishes
For a Merry Christmas

Coleman Studio

PORTRAITURE

130 Geary Street 426 17th St.
San Francisco Oakland
GARfield 5753 LA keside 2530

Ex-Cel-Cis Beauty Products

COMPLIMENTARY FACIALS
504 Lake Park Avenue
GL. 9512 GL. 7086

Keystone Steel & Wire Co.

Largest Manufacturers
Of Woven Wire Products
In the World
708 Alameda Title Bldg.
GLEncourt 4940

*Merry Christmas
and*

Happy New Year

To All

Alice Zwillinger

SCHOOL OF THE DANCE
Ball Room, Ballet and Classical
Dancing
2315 23rd Ave. AN. 0922

For Christmas Wreaths,
Trees, Garlands, Potted
Poinsettas and Ferns,
— see —

Maud E. Petersen



2000 Franklin St. GL. 2131

Mae M. Niedt Millinery

31 GRAND AVENUE
Holliday 2863

Josephine King

MODISTE
Remodeling a Specialty
30 Grand Ave. HI. 4289

Sutherland's

Groceries, Meats, Fruits
and Vegetables
4208 Park Blvd. ME. 1212

Bekins Van & Storage Co.

Moving, Packing Shipping
and Storage
22nd & San Pablo HO. 6565

The Gray Shop

Semi-Annual Clearance Sale
Now In Effect
Drastic Reductions on Fall
and
Winter Merchandise
20th & Bdwy., Oakland TE. 9005
2099 University Ave., Berkeley
BERkeley 0251

Mme. L. Kurtz Gowns

3661 Grand Ave. LA. 8117

Have Those Unwanted Hairs
Removed by
ELECTROLYSIS
By Mrs. Havlin
Piedmont Beauty Parlor
4212 Piedmont Ave. PL. 0523

Emilie J. Edmunds

477 - 15th Street
Oakland

Phone HOLLiday 1514

*All lines of
Beauty Culture*

We wish to announce our good
fortune in acquiring on our
staff of operators

MR. BOATMAN

Artistic Lady's Hair Cutter and
Finger Wave Operator

Martha Holmes

CORSETS TO ORDER

625 Dalziel Bldg.

HI. 1590



Miss Saylor's Chocolates

Beautiful
New Xmas
Boxes
now ready

2420 Encinal
Alameda

AL. 0314

The Copper Shop

1827 Franklin St. HO. 2423
Christmas Cards, Gifts, and
Novelties
B. G. Whitaker
Charter Club Member

Mary H. Neylan

GENERAL INSURANCE

332 Warwick Ave.

GL. 5186

CHRISTMAS GREETINGS
From

Ora Egan

HERALD LINOTYPIST
LURIE BLDG., OAKLAND

Ann Clevenger

with

CENTRAL TITLE CO.

Notary Public Fire Insurance
1436 Webster St. LA. 0567

Give a Christmas Policy
to Your Niece or
Nephew

Ask Us About Disability

EUNICE PRITCHARD

and

LEA BRUNQUIST

New York Life

Just the Thing for a Useful Christmas Gift

Waste Paper Baskets, Flower Baskets, Wood
Baskets, Telephone Stands, Woven Rugs,
Brooms, Stools, Mats, Doll Cradles,
Trays, Towels and Bed Slippers
Manufactured by State Blind

*Now on display in Our Club Lounge---by purchasing these articles
you are helping a most worthy cause.*

AMONG OURSELVES.

A young woman from San Francisco, Katherine Dawn, presented by the San Francisco League B. P. W. C., won the poster prize for California. We had some excellent ones from Oakland, but the committee decided that the one from S. F. should be the winner. Now let's hope that it wins the National prize for California.

The informal card parties seem to have made a hit. There were about 40 present at the Waffle Supper. It was so homey to see Mrs. Havlin's mother sitting by the fire enjoying a book, and Mrs. Heineman mixing waffle dough in the kitchen, with our president frying bacon and Carrie Kennedy making everybody welcome.

At the next meeting, Dec. 10, home-cooked beans and brown bread, doughnuts and coffee will be served at 6 o'clock, all for 25c, and cards or a social chat afterwards.

Ask Louise Schmits about the game "Demon"?

Our President joined other presidents of Service Club at luncheon at the Baby Hospital, or Children's Hospital, as it is now called, and is most enthusiastic of the work being done there under the superintendency of our Director, Miss Jessie Scott. It is most heart-warming to drop in for a little visit there any day, and forget your own cares for a time in seeing what is done for these little ones.

Our member Mrs. Talbot is visiting her daughter in Kansas.

Santa Claus arrived early at the club this year, through the September Morns. On the occasion of their "breakfast" that group presented us with a lovely silk flag, which has graced our meetings on each occasion since, and been much admired.

Lots more of lovely things from the Blind Home on exhibition at our club rooms. See them before buying your Christmas gifts.

And did you know that Mr. Carroll, of the Fox Senator Theatre, has invited the inmates of the Blind Home, through our club, to be the guests of the theatre on Dec. 11th? They love

the "talkies", and it will be a joy to convey this invitation to them.

And could we spend the time more profitably on Christmas Eve, especially those of us who have not home ties or little children at home, than to go to the Blind Home for a little while, when our club plays Santa Claus to those shut-in people? A short program will be presented, Mrs. Sias giving some of her delightful readings, and the Philomels repeating the Christmas Carols. Then a gift for each inmate of the Home will be given, and a general good time enjoyed. It will begin at 7:30, and you can be home in time for another party if you like. It will start Christmas out right by making others happy.

And still they come, more and more good times! We thought a halt would have to come after the big Thanksgiving dinner, with its high note of dignity and loyalty, but now comes the delightful surprise of a visit from our National President, Mrs. Geline MacDonald Bowman, of Richmond, Virginia.

We are privileged to be her hostess for this section of the state, and to share that privilege with the members of all the clubs in the northern district. Mrs. Bowman is a charming southern woman, with grace and femininity, in addition to being a successful business woman, and it will be a joy to meet her personally.

So it will be an easy matter for us to turn out in full force on the occasion of her visit, next Thursday evening, and make a showing in keeping with the reputation of our club since the days when we entertained the National Convention.

How would you like a "pal" in France? Our own president is having a precious correspondence with the President of the B. P. W. C. in Paris, and gives us the names and addresses of the three highest officers of that club, that we may write to one or more of them, and become acquainted. Who knows when you or I will be taking a trip to Paris? And how nice it will be to know a prominent business woman there. Here they are:

Mme. Mary Laudner, President, 10 Avenue de la Bourdonnais, Paris, France.

Mme. Yvonne Netter, 3 Quai aux Fleurs, Paris, France. She is 1st Vice Pres., a well known French lawyer, and especially interested in women and children, having written a book outlining laws concerning them.

Mme. Marthe Heriot, 16 Ave. de Villiers, Paris, France. She is 2nd Vice-Pres.; is a publisher, and has written a very interesting book on "How to Enjoy Paris".

Also, Miss Martha Williams, 22 Avenue de Neuilly, Neuille Seine, France, who works at a big cocoa importation house.

Haven't we an interesting lot of advertisers this month? Be sure to read every "ad", and before we buy our Christmas presents or winter outfit let's see if any club member can supply them, before we go elsewhere. And when we go to their places we'll say, "I saw your ad. in the Herald."

Are we helping along the Club's pet project this winter? Or are we letting our President and Mrs. Sias do it all? Have we helped fill the fine box, out of which presents are to be bought for each person at the Blind Home? Are we contributing our talents for the entertainments there? Are we buying the wares made by these blind people? Are we going to join in the general good will on Christmas Eve and get some of the best kind of Christmas spirit by adding to their joy?

Christmas comes but once a year, and so we have a different sort of party then, with our own officers as hostesses, and every member a specially invited guest. It's to be a real Christmas party this year, and if one member is absent it will spoil the fun. The whole club family must be there, with not a vacant chair. Our President is already "laying for Santa Claus", and he'll not dare miss her, or forget to bring his pack. And with all the fun there will be the sacredness of the time, with the old carols taking us back in spirit to that holy time almost 2000 years ago. It will be good to be there.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of Business Women's Herald, published monthly at Oakland, Calif., for October 1, 1931, State of California, County of Alameda, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Bird M. Wilson, who, having been duly sworn according to law, deposes and says that she is the Managing Editor of the Business Women's Herald, and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations.

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher Business & Professional Women's Club, 1608 Webster Street; Editor (Mrs.) Laura E. Pinkston, 116 Lake officers of which are: Pres. Maud E. Petersen, 1976 Franklin Street; Vice-Pres. Alice G. Moore, 266 40th Street; Secy. Mary Lota Micheltree, 467 34th Street; Treas. Anna L. Clevenger, 3027 Capp Street, Oakland.

2. That the owner is:

Business & Professional Women's Club, an incorporated body, a non-profit organization, having no capital stock; the officers of which are: Pres. Teresina B. Morgan, 4401 Howe St., Oakland; Vice-Pres. Isabel W. Dingwall, 116 Lake St., Oakland; Secy. Edna Stanger, 2986 Northwood Dr., Oakland; Treas. Aino Malinen, 1431 Jackson St., Oakland.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

BIRD M. WILSON,
Editor and Business Manager.

Sworn and subscribed before me this 1st day of October, 1931.

(Seal)

W. T. MCSORLEY, Notary Public.

(My commission expires Oct. 22, 1934.)

OUR ROSTER

Have you seen the new Roster? It's a dandy. The committee is certainly to be congratulated on the handy book they have given us, that will fit in any handbag. And only 50c. Get one from Mrs. Patigan. And it will be added to each quarter by a sheet to be glued in, containing names of new members, and be sent out with the statements of dues, so will be always up to date.

Any corrections to be made now or in future should be sent to Mrs. Patigan promptly.

The following corrections are to be noted now:

Mrs. Presher's home phone is GL. 1949.

Mrs. Cohan has moved to 1770 Broadway, HO. 9307.

IN SYMPATHY

To Jean Baird, one of our earliest members, our heartfelt sympathy is extended in the passing away of her father, who made his home with her. May her loneliness be lightened by our loving companionship.

Our sincere sympathy and love is extended to Mrs. Neylan, one of our recent members, in the loss of her mother by automobile accident.

*Colonial
Cafeteria Co.*

Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California

JUNIOR JOTTINGS

Tuesday, Dec. 1. Business meeting with many matters of importance to come before the members. At this meeting details will be given concerning the Christmas basket the club is to present a needy family.

Thursday, Dec. 3. Seniors dinner in honor of the president of the National Federation. Every Junior is urged to attend this interesting event. The dinner is \$1.25 per plate and reservations must be accompanied by a check and be in by Dec. 1.

Tuesday, Dec. 15. Christmas social. A grand time is being planned. At this time all will be revealed, in other words everyone will be introduced to their pal for the past year — won't that be fun?

Remember that our Christmas family will need plenty of good, clean, warm clothes, your contributions will be greatly appreciated.

The Christmas season is to mean wedding bells for our member, Errol Wilson. Errol is to become the bride of Edward F. Peck and is to leave immediately for her new home in New York. We offer our very best wishes for happiness to the young couple.

We are very happy to greet our newest members: Eleanor Breen, Helen Silveira, Bettye Sukk, Dollie Soberanos, and Mrs. Katherine Maita.

How nice it was to see Eva and Virginia Chiesa at our last meeting. Don't stay away so long after this, girls.

Harriet Bakewell,
Publicity Chairman



**CHAPEL OF
MEMORIES**

TERESINA B. MORGAN, MANAGER

**OAKLAND
CREMATORIUM**

(Oakland Columbarium)

Howe and Mather Streets... OAKLAND

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, January 1, 1932

Number Eighteen

CALENDAR FOR JANUARY, 1932

A HAPPY NEW YEAR IS HERE!

INFORMAL SUPPER AND CARDS

Thursday, January 7th, 6 P. M.

Toasted sandwiches, cheese, ham, tuna or lettuce, and
coffee, all for 25 cents.

Cards, and a social good time later, by the fireplace.

Make yourselves at home, and make the other members feel at home

Our President and Carrie P. Kennedy, hostesses.

BOOK REVIEW

Saturday, January 9th, 2 P. M. No charge.

(See program on inside page.)

PROGRAM AT HOME FOR BLIND

Tuesday, January 12th, 7:30 P. M.

Regular monthly program, given this time by men entirely.

Mrs. Bela Sias, Chairman.

LUNCHEON EXTRAORDINARY

Thursday, January 14th, 12:15 P. M.

Speaker: Mrs. J. J. Del Valle, Talented Musician and Traveler

Subject: "Impressions of a Year in Chile and Peru."

Also: Our member, Alice Kirkland, as National President of the
Association of Record Librarians, will give a short talk on
"Hospital Medical Records".

Mrs. Helen Artieda, Chairman.

INFORMAL SUPPER AND CARDS

Thursday, January 21st, 6 P. M.

The menu will be a real surprise, guaranteed to be good, and
only 25c. And a jolly time for all later, rain or shine.

SPECIAL DINNER — \$1.00 ONLY

Friday (note change of day of week), January 29th, 7 P. M.

"Hands Around the Bay".

Guests of Honor and Speakers: Their Excellencies, the Mayors,
of San Francisco and our sister cities in the East Bay, and
other prominent citizens.

The Keynote: How to Promote Prosperity and Happiness for the
Coming Year.

Soloist: Our new and gifted member, June Swift Smith.

Dance of Happiness: from Zwillingers School of the Dance.

Make Reservations of Mrs. Patigan, HO. 6642, for all affairs
where meals are served.

BUSINESS WOMENS HERALD

Official Publication of the
**BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.**

Laura E. Pinkston...Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, California,
under the Act of March 3, 1879.

OFFICERS

President.....Maud E. Petersen
Vice-President.....Alice G. Moore
Secretary.....Mary Lota Mitcheltree
Cor. Secty.....Carrie P. Kennedy
Auditor.....Sue M. Bradley
Treasurer.....Anna L. Clevenger

DIRECTORS

Georgia Maiden
Elsie O. Stoltz
Victoria Escoffier.....Jessie D. Scott
Clara McKenney
Claudine Detoy
Mrs. Della Patigan
Executive Secretary

1608 Webster St. HOLIDAY 6642

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy

JUNIOR SECTION

Catherine Molinari.....President
Alice Moore.....Advisor
Isabel W. Dingwall.....Advisor

ROSTER CORRECTIONS

Miss Lela C. Geddes
Owner; Importing and Mining
Res. 1540 Margarido Drive.
Phone: Olympic 4334

Miss Alverna Hormes,
Res. 615 51st Street,
Phone: Pledmont 3665-W.

Mrs. Helen Power
Bus. Address: 519 19th Street

* * *

ATTENTION!

Tickets for 12 swims or 12 lessons for \$2.50 can now be obtained from Mrs. Patigan or our President. Begin now to practice up for the summer vacation. Besides, it's the best kind of exercise. Take advantage of these rates.

NEW YEAR GREETINGS

"I pray the prayer the Easterners do,
May the Peace of Allah abide with you;
Wherever you stay, wherever you go,
May the beautiful palms of Allah grow;
Through the days of labor and nights of rest,
May the Love of sweet Allah make you blest.
So I touch my heart as the Easterners do —
May the Peace of Allah abide with you."

AN IMPORTANT VISITOR

If we knew that the most important visitor that had ever come to us was about to arrive, how would we welcome him? What habiliments would we don in his honor? In what spirit would our greeting be?

Would we put on our oldest clothes, forget our "make-up", and assume an expression of accepting something the cat brought in?

Yet that is the spirit in which too many are preparing to meet 1932, the visitor whose influence can have the greatest effect upon our lives of any we have yet entertained. For who knows what the future holds? All that we have ever dreamed of, ever longed for, prayed for, it holds within its hands.

So shall we let the contagious thought of "Depression" bind us with its chains, and cause our visitor to turn hastily from our door to a more hopeful, happy atmosphere, where a welcome awaits him of confidence in his power and wish to bring good, and only good, and where he feels at one with his hosts, and glad to remain, with all his gifts?

Let us lift our vision beyond the seeming present emergencies, and see the good surrounding us.

As President Hoover says, "We have witnessed a remarkable development of the sense of cooperation in the community. For the first time in the history of our major economic depressions there has been an absence of public disorders and industrial conflict. Above all, there is an enlargement of social and spiritual responsibility among the people. Public improvements have been carried out on a larger scale than even in normal times. The country is richer in physical property, in newly-discovered resources, and in productive capacity than ever before. There has been constant gain in knowledge and education. There has been continuous advance in science and invention. There has been distinct gain in public health. Business depressions have occurred before and are but transitory. The nation has emerged from each of them with increased strength and virility because of the enlightenment they have brought, and the larger understanding of the realities and obligations of life."

So let us greet 1932, our most important visitor, with confidence, courage, and determination to help make its visit the happiest and best that we have ever known. Let us throw "Old Man Depression" into the discard with 1931, deny even an acquaintance with him, banish him from our thoughts, and go forward with a smile with 1932.

AMONG OURSELVES.

Those of us who could not attend the Christmas entertainment for the blind will be interested in hearing how successful it was. The hall was beautifully decorated with wreaths, garlands and even a Christmas tree. Our President gave a hearty greeting, and then Mrs. Sias took charge, presenting two little nieces of 4 and 9, who sang "Holy Night". Then Mrs. Sias gave some lovely readings of Christmas legends, and our Philomels, led by Zannette Potter, sang the Christmas carols.

Our Mrs. Heineman, as Santa Claus, distributed the gifts, seeing that no one was missed. Quite a number of our members were present, and each went home feeling quite a bit happier for having first made some one else happier at Christmas.

Now that the holidays are over and we have resumed the ordinary routine of living, in order that we may not find it dull after so much excitement our President and our Program Committee have arranged another outstanding group of programs for January.

It is indeed a privilege to have Mrs. Del Valle with us. Her time is very fully engaged all over the State, and her program is fascinating. Then, too, our own Alice Kirkland has some interesting information to give us regarding her work, which is outside the usual.

The dinner with the Mayors "around the bay" promises to be the biggest party we have yet given, which is saying a good deal. We will all want to be there to give them a hearty welcome, and show them what Oakland business women can do; and we all want to hear their plans to promote prosperity and happiness in the coming year, and see if we cannot have a part in it. That will give the New Year the right start.

And our new member, June Swift Smith, is a lovely songbird, who will favor us for the first time on that evening, while Alice Zwillinger's "kiddies" will touch our hearts with their ainy, happy enthusiasm.

Then the monthly evening at the Blind Home, with all men

giving the entertainment. Wonder if they'll do any better than we do? We'll have to go and see, — to say nothing of letting the blind folk know that they are not forgotten just because Christmas is over.

And anyone who has enjoyed the informal Thursday evenings, with our President and Carrie Kennedy and Bela Sias and Isabel Dingwall and Josephine McClenegan cooking tasty suppers, will not want to miss them this month. Have you ever eaten "Spanish Bananas"? Maybe they'll be served on the 21st, — and maybe not, but it will be good.

Committees are asked to be on hand on the 7th to make plans for the coming months. Supper, 6 P. M. Cards and social later.

We have another French friend to write to, says our President, namely, Mme. Vuillard, 11 Rue Crespin du Gast, Paris, France. She is a teacher of note, and belongs to our organization. Why not some of our teacher members write to her?

A little belated, but not the less sincere, are our thanks to Bessie Wood Gustason for the walnuts sent from her ranch for our Thanksgiving party.

The candy sale returns are not all in, but it required much harder work this year than ever before, and despite the valiant effort of many of our members the total number of cans sold will be somewhat disappointing.

It is good to report Sue Chalmers home from the hospital, and we hope to see her at the club this month.

Did the Auditorium ever look more beautiful than with the decorations of garlands and wreaths at the Christmas party? Sincere thanks are due to Anna Ihrig for devoting the day to it.

And weren't the carols lovely, as sung by the Philomels, under the direction of Zannette Potter? It was a true Christmas party, with the symbolism of our faith, and the jollity of Santa Claus intermingled. And what a surprise were the dainty gifts to each one present!

IN APPRECIATION!

Our hearty thanks are extended to the following, who so generously contributed to the Christmas treat for the blind:

Our member, Edna Stanger, for the walnuts.

Our member, Mrs. G. F. Foye, of Sutherland Co., for raisins.

Our P. O.'s for giving us the candy at cost.

Liggett & Myers Tobacco Co., through H. & S. Bercovich, and American Tobacco Co., for tobacco and cigarettes.

Baker Drug Co., for chewing gum.

Mr. Caruso, of Oakland Beauty Salon, for perfume.

And to all club members for their donations in money, and in the purchase of articles made by the inmates of the Blind Home, which has amounted to date to about \$90.00.

* * *

JUNIOR JOTTINGS

Tuesday, Jan. 5. A very interesting business meeting. Our president requests that you make every effort to attend.

Tuesday, Jan. 19. Social meeting with surprise features. Plan to attend.

To those of you who missed the Christmas party, may we say that you were deprived of a grand time. "Santy" arrived and gave everyone a thrill. Pals for the year 1931 were revealed and new Pals for 1932 were chosen, if you haven't your new Pal come to the business meeting and you will be given her name. Don't forget to write your new Pal, she is waiting to hear from you.

Owing to illness several of our faithful members were prevented from attending the party, they were: Alma Kofoed, Frances Kofoed, Alice Piloni, Edith Mango, and our Advisor, Miss Alice Moore. Alma is fast recovering from an appendicitis operation and we hope to see her down at club soon.

Christmas greetings were received from Evelyn Baldaramos, who is now living in Peoria, Illinois, and working for the Caterpillar Tractor Company.

The Juniors extend wishes for a happy and prosperous New Year to all members of the Senior Section.

Harriet Bakewell,
Publicity Chairman

WE ARE PROUD

The upward climb of women in the world's affairs seems at times to be very slow, and beset with many obstacles, unjust discrimination, traditional prejudices, etc., but occasionally one of our number reaches a new height, and commands the world's attention and admiration thus raising the level of all business and professional women a slight degree.

The appointment of Mary Emma Woolley president of Mt. Holyoke College as a delegate to represent the United States in the Geneva Disarmament Conference in February, marks such a new height.

Never before has any woman served as a delegate to a parley between nations of such tremendous significance. Never before has an American woman held a governmental position in any way comparable.

We appreciate President Hoover's fair-mindedness and wisdom in selecting Mary Woolley. She has been a vigorous advocate of peace, and an aggressive worker in international affairs.

We understand that Judge Florence Allen, of our own organization, and so recently with us, was also considered for the position.

And when we recall the thrill of pride we had in our own National President, Geline McDonald Bowman, and how she charmed us with her broad-mindedness, her clear vision, her talent and her beautiful soul, we may surely feel encouraged, and more confident that through the women who show outstanding ability, our sex as a whole will go forward, steadily, and more rapidly, to achievements worth while in the world's work.

ANNOUNCEMENT

Arrangements are under way with the University of California to secure Mrs. Oscar Mailiard Bennett for another series of three plays, beginning early in February. Definite announcement will be made at the luncheon meeting, January 14th. Meanwhile, tell your friends and make up your parties for the series. All who heard her before are eager for more.

* * *

CONDOLENCE

Our former member, Mrs. Charles Seccombe, passed away, after a lingering illness. Our sincere sympathy is with her husband, her son and daughter.

* * *

DANCING!

The lessons in dancing will resume on Monday evenings at 8 o'clock, beginning January 11th. Alice Zwillinger is a wonderful teacher, and everyone has such a good time while learning the new steps or practicing up on the old ones.

BOOK REVIEW

Another "all-member" program has been arranged for Saturday, Jan. 9th, at 2 P. M. under the general heading, "A Forward Look and a Backward Look".

Current Events will be narrated by Jessie Frost.

"Alison's House", by Susan Glaspel, the play about which all the world is talking, will be reviewed by Bela Sias.

"Books I Received at Christmas" will be the title of Georgia Maiden's outline, a backward look over the season's offering.

And a forward look, describing "One I Hope to Receive", will be given us by Lola Mitchelltree.

We may even be favored by a peep into books not yet on sale at the book shops, but just in the hands of the publishers. So the program is decidedly up-to-date, and alluring.

A cup of tea will give an opportunity for a social chat later. Bring your friends, and prospective club members. No charge.



COOLEY & PARKER

PRINTERS

907 Franklin Street, Oakland

Phone HOLLiday 9300

ORA EGAN

LINOTYPING

Publications *Printing*

(Only woman owning and operating
Linotype in Alameda County)

408 12th St. Ph. TE. 2575

HARRY G. WILLIAMS

FUEL OF ALL KINDS

Everything for the Garden

2000 FRANKLIN ST.

GLen. 2131 Oakland, Calif.

Colonial Cafeteria Co.

Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California



CHAPEL OF MEMORIES

TERESINA B. MORGAN, MANAGER

OAKLAND CREMATORIUM

(Oakland Columbarium)

Howe and Mather Streets... OAKLAND

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, February 1, 1932

Number Nineteen

CALENDAR FOR FEBRUARY, 1932

DRAMA READING

Monday, February 1, 8 P. M.

MRS. OSCAR MAILLIARD BENNETT.

The Play: "Mrs. Moonlight."

(Series of three, \$1.50. Single ticket, 75c.)

MEMBERS' DINNER

Thursday, February 4th, 6:30 P. M. 70c per plate.

Freda Smith, General Chairman.

Bessie Wood Gustason, First Assistant.

A Home Dinner for Club Members and Holding Co. Members.

Program by Club Members. Dramatic Skits, highly tragic, lowly comic.

Possibly, Amos and Andy "in pusson".

A Real Home Talk-Fest. Interesting Reminiscences.

Exhibit of Quilts and Shawls, and old-time Photos of Members.

PROGRAM AT BLIND HOME

Tuesday, February 9th. See program on inside page.

LUNCHEON

Thursday, February 11th, 12:15 P. M.

Delightful Program assured by Mabel Kuss, Program Chairman.

See details later in daily papers.

Election of Nominating Committee.

WAFFLE SUPPER

Thursday, February 18th, 6 P. M., 25c only.

Waffles, Bacon, Coffee, etc., served by our President and Carrie Kennedy,

and everybody helping, with cards and social time afterwards.

DINNER, PATRIOTIC AND INTERNATIONAL

Friday, February 26th, 7 P. M. Note change to Friday.

Florence Bussell, Chairman. \$1.00 per plate.

Program will feature Boy Scouts, R. O. T. C., California Grays.

American Legion, Spanish War Veterans, Veterans of Foreign Wars,

and dear "Daddy Brinkerhoff" himself, of G. A. R.

Also, a charming surprise — Someone we all love.

Patriotic Dances, by Gail and Dorothy Smith, Alice Zwillingers twin pupils.

BOOK REVIEW

Saturday, February 27th, 2 P. M. No charge.

See program on inside page.

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

President.....Maud E. Petersen
Vice-President.....Alice G. Moore
Secretary.....Mary Lota Mitcheltree
Cor. Secty.....Carrie P. Kennedy
Auditor.....Sue M. Bradley
Treasurer.....Anna L. Clevenger

DIRECTORS

Georgia Maiden
Elsie O. Stoltz
Jessie D. Scott

Victoria Escoffier
Clara McKenney
Claudine Detoy
Mrs. Della Patigan
Executive Secretary

1608 Webster St. HOLIDAY 6642

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy

JUNIOR SECTION

Catherine Molinari.....President
Alice Moore.....Advisor
Isabel W. Dingwall.....Advisor

BOOK REVIEW

The last of the Saturday
afternoon Book Reviews for the
winter season will take place on
February 27th, at 2 o'clock in
the Club Lounge.

The following varied program
will, we hope, have a wide ap-
peal:

Isabel Dingwall will contribute
some poetry;

Hazel Steen will review in
some detail that interesting
book "Mexico" and will touch
on other new ones;

Pauline Otis will present an
18th century woman pioneer,
Mary Wollstonecraft-Godwin,
"A Vindication of the Rights of
Women";

Jeannette Saunders will speak
of "Current Events".

THE BARE BRANCH BLOSSOMS

"Why do you not bloom?"

The old tree spoke reproachfully.

"And why do you not bear?"

Behold the apples gleaming on my boughs,
while you hang idly, — an affront to me;
A branch that no warm wind, nor summer sun
with golden fruit endows."

"Ah, mother tree," implored the little branch,
"Withhold this chiding until you hear
my tale.

Did you not see
the mountain oriole which came
and perched on me?

No other place he found to woo
his little mate, picking the seeds
of dandelions in the thick grass.

No place where she could see
his gorgeous yellow plumage,
with its fine black bands.

but on my branch.

And here he sang.

Sang!

Such a song of ecstasy was never heard.

Even the garden waited,
listening to his paeon of joy.

Even the little brown mate
forgot her precious seeds
to watch, and wonder.

And when the song was done
he drifted down, alighting softly
by her side, and with her winged away,
Up toward the noonday sun.

Nor is that all:

The lile winds that thro the garden pass,

Lifted his melody,

And bore it out, to be

A strain of love

That will live in the heart of the world."

Silent, the mother tree

Stood bowed as one who grieves, —

Graced with a new humility;

Then came a tender moving of its leaves

"Dear little branch", it whispered,

"You are as a rod

That has blossomed with song.

Everlasting have you made your fruitage,

For you have given

to the hungry heart of the world,

A song of love!"

Sarah Wilson Middleton.

IMPORTANT NOTICE

Carrie P. Kennedy requests that all P-O's meet next Monday, Feb. 1st, 1932, at 6 P. M., at the Y. W. C. A., small dining room, for the purpose of discussing some important matters. We promise to be through with our meeting in time to attend the play-reading by Mrs. Bennett at the Club, at 8 P. M. As this is the only notice that will be sent out, kindly bear this date in mind.

* * *

AMONG OURSELVES.

Our Catherine Heineman is putting on great airs over being a grandmother, and says there never was a baby like the lovely boy that came to her daughter.

Our former member, Edna Buxton, writes from Chicago expressing greatest interest in club affairs, and would like to hear from club members.

Also, Mae Wilkin has been vacationing in New York and Washington, before the spring rush in her work; says she has been fortunate in having excellent positions, but only waiting for depression to vamoose before she comes "back home".

Alice Brookman is also thinking of California again, so we may have our good and true members with us.

Ella Saylor Brooks and Mabel Saylor Davidson have been again "candy conventioning" for a few days. And we rejoice that in spite of depression, and competition with cheaper candy, they are always optimistic and confident. That's the right spirit.

Our gifted new member, Mrs. June Swift Smith, wishes to organize a choral. Those interested please let Mrs. Patigan know. It would be a lot of fun to sing together again.

Eloise Cushing has been elected President of the Queen's Bench, a club of women law-years around the bay. Our sincerest congratulations!

Dr. Lillian Shields we regret to report has found it necessary to receive hospital treatment in the past month, but is now at home convalescing. Our good doctors can't be away long, we know.

Mrs. Guber was an Oakland visitor recently; is getting along finely in Palo Alto, and adding dresses to her millinery shop.

Again a month of "good things" at our club.

We rejoice that we have been able to secure Mrs. Bennett for three more readings, which will be on the first Mondays of Feb. March and April. Put the dates in your calendar. Only \$1.50 this time for the three, less than last time. They may be used interchangeably. Remember the first one is next Monday, at 8 o'clock sharp.

The dinner on the 4th given by combined club and Holding Co. members, promises a feast of friendliness and fun. It is necessary at times to get together and talk over home and family matters just by ourselves, and have a jolly jinks among ourselves. Every member is expected. Send in your patchwork quilts, or bring with you, and your lovely old shawls and pictures. And if you have a costume of olden days, it would be lovely to wear it.

The monthly program at the Blind Home on the 9th promises a treat, arranged by Mrs. Bela Sias. Ernie Smith, radio announcer of fame, will talk to the blind people; our own Josephine Swan White will contribute a cantillation, and a young pianist will play. At the last meeting a happy time was had, with all men entertainers. Mr. Doyle, Radio Editor of Post-Enquirer, kept them laughing with his jokes; The Tulip Troupers, men's choral from Eastern Star, sang delightfully, and Mr. Cardinet, of Cardinet Candy Co., truly sweetened the evening by a generous contribution of Baffle Bars for each one. This is a true contribution in friendliness, and one receives much more than one can give. It is good to be there.

The Book Review closes a series which all hope will be resumed. Just read the program, and its contents will entice you. This is a feature greatly enjoyed by such members as can come at that time, and by many friends as well; a great credit to our club.

Can't you just feel your heart thumping as you read the list

of features for the Patriotic Dinner on the 26th? It is our privilege and pleasure to do honor to each of these organizations, and besides, Florence Bussell has arranged a most entertaining program.

And the Informal Suppers and Card Games, how they are growing in favor. Mrs. Havlin and her dear mother are stand-by's, and Helen Power's infectious laugh keeps everyone merry. Don't forget, there will be WAFFLES and BACON next time, and only 25c.

A fascinating Irish program had been arranged for February 11th luncheon, but at the last moment Mabel Kuss persuaded her artists to postpone it until March, on St. Patrick's Day, begorra, so there wasn't time to secure the new features for this month. But it will be a fine program. Watch for details in the papers.

* * *

JUNIOR JOTTINGS

Tuesday, Feb. 2. A business meeting of real importance. Our president has many items of interest to bring up for action.

Tuesday, Feb. 16. Plans for the social meeting on this date have not been completed, however the new social chairman, Edith Christensen, promises an interesting evening.

The Juniors were particularly honored by receiving personal holiday greetings from the National Federation President, Mrs. Bowman.

Our January bridge party was a success from every angle, wouldn't it be grand to have another one soon? It was so very nice to have a group of Berkeley Juniors, headed by their President, Laura Mackie, come down to our party.

Have you written to your Pal? If not, write her soon and let her know you are thinking of her.

Club election time will soon be here, so thought must be given by everyone as to the officers they want to lead them for the new club year.

One of our good members has made the resolution that she will attend all club meetings and affairs, it wouldn't be a bad idea if the rest of us followed suit would it?

Harriet Bakewell,
Publicity Chairman

WHIZZ! BING! BANG!

No, this doesn't mean the Japanese warships, but just the sensation of the year in our club life.

National Business Women's Week will be celebrated this year with a big advertising exhibition in the Oakland Municipal Auditorium Arena, beginning Friday, March 11th, in the evening, continuing all day Saturday, March 12th, and thro that evening.

So far as planned, a Civic Banquet will open the celebration on Friday evening; a good dinner guaranteed, a snappy program, and time to visit the exhibits of our members.

On Saturday various entertainment features will interest the visitors during the afternoon, and in the evening a marvelous Fashion Show will be staged by our members in that line of business.

Tickets will be given free to all merchants and members to give to their friends. It will be an exhibition to be proud of, and will give an unheard-of chance to our members to advertise their businesses.

Please read enclosed explanatory letter, fill out blanks and return immediately to the club, regarding space for exhibition.

This is our biggest attempt YET, and will go through in a way that will show, as always, that Oakland Business Women Know How.

ROSTER CHANGES

New Members:

Mrs. Margaret C. Austin,
Escrow Officer,
Oakland Title Ins. & Guar. Co.
401 15th St. GL 8300
Res. 4304 Webster St. HU. 3070

Miss Helen K. Ingham
Stenographer
American Trust Co.,
L.A. 8000
Res. 640 Colusa, Berkeley
TH. 3062

Mrs. Frank Boyce Tupper,
Director and Manager
Personnel Advisor,
Auditorium, John Breuner Co.
21st and Bdwy HI 4343
Res. 2632 Hillegas Ave., Berk.
AS. 8979

Mrs. Clara B. Jackson
Clerk,
Alameda Co. Welfare Council
Res. 116 Lake St. HO. 2590

Corrections:

Miss Jessie Frost,
Res. 1560 Alice St. HD. 9073

Mrs. Laura Pinkston,
320 City Hall,
L.A. 3600, Local 382
Res. 116 Lake St. HO. 2590

Miss Matilda Wigger,
Res. Blue Triangle Club,
2332 Harrison, GL. 9200

Mrs. Emilie Edmonds,
Leamington Hotel. HI. 2525

SAN LEANDRO DINNER

Our Presiden extended the greetings of our club to Dr. Morse, our State President, last Tuesday evening, at the San Leandro B.P.W.C. dinner. And our Josephine Swan White made a beautiful contribution to the program. Dr. Morse spoke in her masterly way of the progress of women and their economic advancement, and showed that there were still many occupations which women should enter; also showed clearly the important influence of women in this financial crisis in keeping up a spirit of optimism in their own circles and in the community. Dr. Morse was also a guest of the Richmond Club on Thursday last.

SERIOUS MISHAP

American (at Scottish football game): "Why don't they start? They ought have kicked off half an hour ago."

Scotsman: "Ay, something serious has happened."

American: "Not a player taken off ill?"

Scotsman: "No, worse than that. They canna find the penny they tossed up with."

Judge—"The police say that you and your wife had some words."

Prisoner—"I had some, but didn't get a chance to use them."—Exchange.



COOLEY & PARKER

PRINTERS

907 Franklin Street, Oakland
Phone HOLLiday 9300

ORA EGAN

LINOTYPING

Publications Printing
(Only woman owning and operating
Linotype in Alameda County)

408 12th St. Ph. TE. 2575

HARRY G. WILLIAMS

FUEL OF ALL KINDS

Everything for the Garden

2000 FRANKLIN ST.

GLen. 2131 Oakland, Calif.

Colonial Cafeteria Co.

Phone Lakeside 1801
Franklin at Fifteenth
Oakland - California



CHAPEL OF MEMORIES

TERESINA B. MORGAN, MANAGER

OAKLAND CREMATORIUM

(Oakland Columbia)
Howe and Mather Streets... O AND

BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, March 1, 1932

Number Twenty

INVITATION

On Thursday, March 10th, at 7 P. M., the San Francisco League of B. P. W. C. will hold a Public Relations Dinner in celebration of National Business Women's Week, with Mrs. Frances Effinger Raymond, Chairman, at the Women's City Club, 465 Post St. \$1.15 per plate. We are invited. Make reservations by March 5th with Mrs. Patigan.

* * *

At the request of those who heard Dr. Heeb and with his permission, these verses are printed:

WITH LINCOLN AT THE GOLDEN GATE

Upon these Oakland hills
There walks today with anxious
pace
That well known figure of a
man.
He stops to shade his tired eyes
With the hand that pointed
blinded men
To paths of daring generosity.

He scans the far horizon
And hears with troubled sinking
heart
The tumult of a distant strife
Beyond the broad Pacific.
The old pain and sorrow come
again
To cloud that noble rugged face.

Must he feel once more the woe
Of those who struggle now and
bleed,
Fresh victims of men's greed;
Because we have not learned
The secret of his burning love
For all the common sons of
man?

Arthur Heeb
Amistosa, Los Gatos
Feb. 12, 1932

CALENDAR FOR MARCH, 1932

LUNCHEON

Thursday, March 3, 12:15 P. M.
5-Minute Talks by Club Members.
IRMA GEER LATHROP, "Insurance".
GEORGIA MAIDEN, "Real Estate".
LAURA E. PINKSTON, "The Sunset Hour".
Nomination of Nominating Committee.

DRAMA READING

Monday, March 7, 8 P. M.
MRS. OSCAR MAILLIARD BENNETT.
The Play: "Counselor at Law".

(Three tickets, \$1.50. Single, 75c.)

PROGRAM AT BLIND HOME

Tuesday, March 9th. See program on inside page.

BUSINESS WOMEN'S WEEK

Friday and Saturday, March 11th and 12th.
OUR BIG EXHIBITION AT MUNICIPAL
AUDITORIUM.

See inside page for full details.

LUNCHEON

Thursday, March 17th, 12:15 P. M.
St. Patrick's Day Program. Chairman, ANNE
KENNEDY.

Speaker: "MRS. JUNE HADDON, 1st Vice Pres.
20th Century Club.

Subject: "Beautiful Ireland".

Soloists: MRS. JULIA GALLAGHER, soprano
(club member) in a group of Irish songs.
MR. ROBERT BELL, tenor.

Accompanists: JOSEPHINE SWAN WHITE
(club member) and MRS. ROBERT BELL.

INFORMAL SUPPER AND CARDS

Thursday, March 24th, 6 P. M. 25c.

Menu: Spanish Beans and Cold Slaw.

The Cooks: ELSIE STOLTZ & LOLA STEPHENS

ANOTHER INFORMAL

Thursday, March 31st, 6 P. M. 25c.

Menu: Toasted Sandwiches, tuna, lettuce, cheese, ham.
Make Reservations with Mrs. Patigan, HO. 6642.

BUSINESS WOMENS HERALD

Official Publication of the
**BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.**

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

President.....Maud E. Petersen
Vice-President.....Alice G. Moore
Secretary.....Mary Lota Mitcheltree
Cor. Secty.....Carrie P. Kennedy
Auditor.....Sue M. Bradley
Treasurer.....Anna L. Clevenger

DIRECTORS

Georgia Maiden
Elsie O. Stoltz
Jessie D. Scott
Victoria Escoffier
Clara McKenney
Claudine Deto
Mrs. Della Patigan
Executive Secretary

1608 Webster St. Holiday 6642

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy

JUNIOR SECTION

Catherine Molinari.....President
Alice Moore.....Advisor
Isabel W. Dingwall.....Advisor

ROSTER CORRECTIONS

Elsie Stoltz and Lola Steph-
ens, res. 286 Lenox Ave.; May
Lacey Crowder, Bus. add., 3818
Park Blvd. Phone MErritt 8100.
Laura E. Pinkston, and Clara
B. Jackson, home phone, Tem.
4045; Lea Brunquist, res. 2806
College, Berkeley; phone TH.
1404. Lelah Geddes, 3347 De-
visadero St., S.F., WALnut 4077.

But she is still our member,
even though in S. F.

OUR CELEBRATION

During the week of March 6—12 over 60,000 women will
celebrate National Business Women's Week, through the
activities of some 1300 clubs.

Speakers all over the country will call attention to the fact
that women control the purchasing power of the nation, and
to a great extent the nation's production. They spend, but
they also earn, as evidenced by the fact that eleven million
women are gainfully employed. Men and women alike will
point with pride to the achievements of women in business,
the professions, trades and arts.

In our own community a splendid advertising exhibition
has been arranged by our President, Maud E. Petersen,
assisted by Faye Otis Buckley and a fine committee of club
members. It is a very ambitious undertaking, but its suc-
cess is assured, and every club member will take pride in
participating.

The place: OAKLAND MUNICIPAL AUDITORIUM
ARENA.

The time: Friday evening, March 11th, 7 o'clock.

Saturday afternoon, March 12th, 1:30.

Saturday evening, March 12th, doors open 7 o'clock.

The celebration will open on Friday evening with a
DINNER: In Municipal Auditorium Arena, \$1.00 per plate.
Good food, well served. Everybody come and invite Friends.

PROGRAM following, will be given by our own club mem-
bers:

DANCE B. P. W. C. 1932, by pupils of Alice Zwillinger.

CANTILLATIONS by Josephine Swan White.

CLUB COLLECT, set to lovely music.

SOLOIST: Rudolphine Radil, prima donna soprano, will
sing "Elsa's Traum" from the opera Lohengrin.

DUO PIANO numbers by Caroline Irons and her pupil,
Mona Ellery.

BEL CANTO ENSEMBLE, in a group of songs, June Swift
Smith, Director.

After this delightful program everyone will visit the dis-
play arranged around the arena by our club members.

SATURDAY AFTERNOON, various contests and program
especially arranged to interest and amuse mothers and chil-
dren. Details to be announced later.

SATURDAY EVENING. Mammoth Fashion Show in
arena, with exhibits of our members on display.

NO ADMISSION FEE. Tickets to be given free by club
members to friends, and may be obtained from Mrs. Patigan,
or from our President at her office, 20th and Franklin.

If you have not yet arranged for your exhibition space,
get in touch immediately with Mrs. Patigan or our President.
Very little space left. This is a most praiseworthy under-
taking, so let's show the world what our club members are
doing and can do. It is the last big affair to be arranged
by the present officers, and for their sake, and to take our
place in the ranks of business and professional women all
over the United States, it deserves our support 100 per cent.

OAKLAND B. P. W. C. KNOWS HOW.

AMONG OURSELVES.

Each month we think we have reached the top in our programs, but just look at this calendar!

The advertising exhibition speaks for itself, and should place our club in the most prominent place in the nation for celebration of Business Women's Week.

Then just see the delightful affairs for other times in the month. Our own members always have most interesting things to tell us in their respective lines, and the St. Patrick's Day program is most inviting. Mrs. Haddon is a very active worker in the Federated Clubs, and has just returned from a stay of several months abroad, giving special attention to her husband's native land, fascinating Ireland.

Mrs. Sias has arranged another enticing program for the Blind Home on the 8th, which will be a wee bit Irish, too (not Irish stew), with Jean Kent and other radio artists contributing.

And did you know that the Blind Home will have an exhibition of their wares at our big celebration, arranged by Mrs. Sias? It will be given to the Blind Home as a contribution from our club.

The Informal Suppers are growing in popularity. Another "club mother" comes now, Delena Randall's mother.

Mrs. Bennett's readings are one of our greatest attractions. The play this time is expected to win the Pulitzer prize.

Sorry to report that our Alices have been having their troubles, Alice Zwilling and Alice Kirkland both having been quite ill, but are recovering, and Alice Irwin has suffered the loss of a dear sister. We sympathize deeply, but know that after every cloud comes the sunshine.

To two other club members our sincere sympathy is extended at this time, in the passing away of the mother of Anna Burr and the father of Mabel Little.

If you have not purchased our Roster, do so, as it is the greatest help. During April there will be mailed to each owner of our Roster a complete correction sheet and names of

new members to be pasted in the Roster. Our present officers are determined to leave nothing undone before they leave office. Why leave, say many of us?

Our new member, Ruth Thorsten, was married on Jan. 28th, to Mr. Hugh Bennett of Alamo. Glad they are not going farther away. Our wishes for much happiness. It will be such fun to call on them when we're driving through lovely San Ramon Valley.

Faye Buckley and Homer spent some jolly days in Yosemite in the snow. Ask them how they like snow-shoeing?

Mrs. Heinemann gave a delightful Vanishing Party recently, with exquisite decorations and most delicious refreshments.

June Swift Smith is really forming a choral in our club. There's no reason why we shouldn't have a good live choral again. It was always so much enjoyed.

Suzanne Chalmers has had the club minutes bound, and presented to the club. That's fine. Not only businesslike, but convenient and good looking. Suzanne knows how.

A letter received from our National President, Mrs. Geline MacDonald Bowman, telling of illness which prevented her from earlier expressing her appreciation of our hospitality; extending her greetings to each club member, and wishing to meet us again.

Has anyone heard from a club member in France — or did you forget to write that letter? Our President has heard, and if you can read French she'll pass it on to you, or if you can't, Josephine McClenegan or Victoria Escoffier will translate it. Lots of fun hearing from Paris.

Bird M. Wilson with her sister and friends spent the holidays on the Monterey peninsula, and reports the waters at Carmel as blue as ever.

Didn't Lillian Stark, of Alameda B.P.W.C., and State Chairman of Publicity, give us the surprise of our lives by her marriage with our own Judge Wood, and slipping away so quietly on a honeymoon trip? Our sincere congratulations to both. Business women make excellent wives.

Elisabeth Sherman has been spending most of the winter with her niece in Eureka, and while there was a speaker at the B. P. W. Club. We're very glad to welcome her home again.

The joint dinner of club members and Holding Co. stockholders was most enjoyable in its informal friendliness. President Maud Petersen and Mary Campbell charming all with their "Return of George and Martha Washington" and the graceful minuet, while "Amos and Andy in Person", from the pen of Delena Randall, who represented Madam Queen in all her glory at the wedding, assisted by Blanche Stedman, Bela Sias, Elsie Stoltz and Thora Benson, gave a very happy atmosphere. About fifty shares of stock were subscribed for by club members and former stockholders, after an interesting account of the history of our building.

Have you been to see Emilie Edmonds yet in her new quarters in Hotel Leamington?

The dinner to the Mayors around the Bay was one of the very best we have had. Each guest showed a distinctly different personality, and their suggestions for prosperity were absorbingly interesting. Those honoring us were, our own Mayor Morcom and his charming wife, Mayor Ellsworth of Piedmont, Mayor Caldecott, of Berkeley, Mr. Wolff, representing Mayor Rossi of San Francisco, Mayor DeCou of San Leandro, Councilman Wilbur of Hayward, Mayor Pickard of Pleasanton, Mayor Lassen of Livermore, Mayor Mowday of Albany, and Mayor Christie of Emeryville.

Our June Swift Smith charmed everyone with her songs, and the clever "bridge across the bay" by the dance pupils of Alice Zwilling won great applause.

Have you tried the "good things to eat" at Mrs. Taylor's Deodar Tree Inn, 1579 Jackson Street? None better in the city. And she has very home-like rooms, too. Take note of her "ad" in this issue. Remember she is a club member.

Mabel Saylor Davidson has been north on a business trip for a couple of weeks. Sorry to spare her so much of the time.

NOTICE

The Business Women's Holding Co. will meet informally at dinner in the Garden Room on Wednesday, March 2nd, at 6:15 P. M. An inspection of the building will be made, that all may know just what our building affords. An interesting talk will be given by Mr. C. J. Struble, Vice Pres. Oakland Title Ins. & Guaranty Co. on Oakland real estate and club buildings in general. The meeting will be over by 8 P. M. All club members are cordially invited. Dinner, 60c. Phone reservations, HO. 9618.

STATE LEAGUE MEETING

Too bad none of our members could attend the Quarterly meeting of our State League at Santa Maria, but we can send a large delegation to Monterey at the annual meeting, May 14th and 15th. It is an easy drive, and a lovely place, and great plans are under way for our entertainment. Plan now to go.

The last entertainment at Blind Home was a perfect success. Mrs. Sias has certainly proved a fine leader for this work. In addition to the program, a gift of peanut brittle from Mr. Martin Hoffman was highly appreciated by everyone present.

Again we are able to award the prize of \$50 to Mills College for the best essay on the business and professional woman's aims and ideals. But our loan fund to students is running low, so many applicants have appeared. This is one of the most important things that we business women do through our organizations, so let's think how to replenish the fund and keep the good work going. Just ask Miss Kruger, Miss Sherman or Miss Barmby about the interesting young people who are receiving this assistance.

Better to have no luck than bad luck.

You can't do it all, but it's up to you to do all you can.

JUNIOR JOTTINGS

Tues., March 1. Every member is urged to attend this very important meeting. Selection of a nominating committee will be made, this is in preparation for the election of officers in April.

Tues., March 15. Plans are being formulated for a Carnival Nite. Genevieve Tocchini and her committee will have an announcement to make concerning this event at the business meeting March 1. Save the date as it is surely going to be an event you and your friends will not want to miss.

It is hoped that all the members will find it possible to attend the dinner in honor of Business Women's Week on March 11, how wonderful it would be to have a Junior table. Elsewhere in this issue you will find complete details of the affair.

We are very happy to report that Edith Mango is rapidly recovering from her recent appendicitis operation and we hope that she will soon be able to come down to club.

At the February business meeting Kathleen Bugler was appointed to fill the office of corresponding secretary, left vacant by the recent resignation of Gwendolyn Heisler.

Harriet Bakewell,
Publicity Chairman
* * *

WOMAN

She's an angel in truth, a demon in fiction; a woman's the greatest of all contradictions.

She's afraid of a cockroach, she'll scream at a mouse, but she'll tackle a husband as big as a house.

She'll take him for better and take him for worse, she'll split his head open, then be his nurse, and when he is well and can get out of bed, she'll pick up a teapot and throw at his head.

She's faithful, deceitful, keensighted and blind; she's crafty, she's simple, she's cruel, she's kind; she'll lift a man up, she'll cast a man down, she'll make him her hero, her ruler, her clown.

You fancy she's this, but you find she is that, for she'll play like a kitten and bite like a cat; in the morning she will, but in the evening she won't, and you're always expecting she does, but she don't.

—Gloomy Gus.

Deodar Tree Inn

1579 Jackson Street

Exclusive Home, down town, superior accommodations, private baths, sunny rooms; heat, garden, garages, Dining Room open to public. Excellent Food, Very Reasonable

HOLLIDAY 9825

Mrs. Maud Taylor
Club Member

ORA EGAN

LINOTYPING

Publications Printing
(Only woman owning and operating
Linotype in Alameda County)

408 12th St. Ph. TE. 2575

HARRY G. WILLIAMS

FUEL OF ALL KINDS

Everything for the Garden

2000 FRANKLIN ST.

GlEn. 2131 Oakland, Calif

Colonial
Cafeteria Co.

Phone Lakeside 180
Franklin at Fifteenth
Oakland - California

CHAPEL OF MEMORIES

TERESINA B. MORGAN, MANAGER

OAKLAND
CREMATORIUM
(Oakland Columbarium)

Howe and Mather Streets... OAKLAND

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, April 1, 1932

Number Twenty-one

EASTER

Earth reborn this Easter Day,
Earth reborn where dials play;
Reborn in every wooded way,
In every garden fair!

Branches of the cherry tree,
Dainty petals fair to see,
Whisper of the life to be —
Everywhere!

Down the fields of waving grain
Buttercups a-bloom again,
All along the country lane —
Waxen gold!

Daffodils in ordered row
In the city gardens grow,
And when southern breezes blow
Buds unfold!

Pepper trees beside a pond,
Touched to life by magic wand,
Mirroring a lacy frond —
Fairy's hair!

Every tender growing thing
Holds a message sweet to bring,
Each a hymn of praise to sing
And a prayer!

Dorothy Tyrrel.

* * *

ATTENTION!

Next Monday, April 4th, at 8 P. M. is the last time this season that you will have an opportunity to hear Mrs. Bennett. She will read the play "Springtime for Henry" an uproarious comedy. A New York favorite. These readings by Mrs. Bennett are a rare treat, as good or better than going to the theatre itself. The club gives you this at cost, as a club treat to its members. Only 50c per person. Bring your friends. You may be sure they will be delightfully entertained.

CALENDAR FOR APRIL, 1932

DRAMA READING Monday, April 4, 8 P. M.
Mrs. Oscar Mailliard Bennett.

The Play: "Springtime for Henry", a lively comedy,
latest New York success. Admission only 50c.

ANNUAL ELECTION DINNER

Thursday, April 7, 7 P. M.

OLD-FASHIONED SCHOOL PARTY

Anne Clevenger and Teresina Morgan, Chairmen
Bring your 'rithmetic, speler and reeder, 'cause
Some new skollers has to be 'nitiated, an'
There'll be games, an' spellin' bees 'neverthing
An' Good Eats by a Good Cook.

Prizes for most original, most dignified, and
most comical costumes.

Election of Officers Announced.

Reports of Chairmen in original manner.

PROGRAM AT BLIND HOME

Tuesday, April 12, 7:30 P. M.

Arranged by Mrs. Bela Sias.

LUNCHEON

Thursday, April 14th, 12:15 P. M.

Subject: "The Sharkey Bill for Oil Conservation"
(on ballot May 5th election)

Speakers: Senator W. R. Sharkey, and Mr. Austin
Gillstrap

Vocalist: Miss Lorraine Wolf,

Accompanied by Anne Clevenger
Chairman, Faye Otis Buckley.

INFORMAL SUPPER AND CARDS

Thursday, April 21st, 6 P. M. 25c.

Menu a Complete Surprise!

INSTALLATION DINNER

Thursday, April 28th, 7 P. M.

Maud E. Petersen, Retiring President, Chairman

Soloist: June Swift Smith

Dances: Alice Zwilling and Pupils

The remainder of the program will not be disclosed
until that evening, but our President is "personally
responsible" for it, so need we say more?

Phone Reservations for dinners and luncheons, Hol. 6642.

BUSINESS WOMENS HERALD

Official Publication of the

**BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.**

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cal-
ifornia, under the Act of March 3, 1879.

OFFICERS

President.....Maud E. Petersen
Vice-President.....Alice G. Moore
Secretary.....Mary Lota Mitcheltree
Cor. Secty.....Carrie P. Kennedy
Auditor.....Sue M. Bradley
Treasurer.....Anna L. Clevenger

DIRECTORS

Georgia Maiden
Elsie O. Stoltz
Jessie D. Scott
Victoria Escoffier
Clara McKenney
Claudine Detoy
Mrs. Della Patigan
Executive Secretary

1608 Webster St. HOLIDAY 6642

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy

JUNIOR SECTION

Catherine Molinari.....President
Alice Moore.....Advisor
Isabel W. Dingwall.....Advisor

IN JUNE

.....
This year the Regional Conference for eight Pacific Coast and Mountain States will be held right here in Berkeley, with our own Annie Woodall conducting it. You know that on alternate years these Regional Conferences are held, in place of the National Convention. We will have an opportunity of meeting club members from all these western states, getting in closer touch, learning what they are doing, and comparing notes, besides helping to give them a good time. The exact date will be given in next Herald.

EUROPE-1932

Entire Cost

\$840 and \$995

Organized and Conducted by

MRS. SARAH R. MORAN

Hotel Coit TEmp. 5700

THE SPIRIT OF EASTER.

Easter came with the morning!

The hills of California are green and the wild flowers spread their glory. Songs which greeted the rising sun echo in the hearts and there is knowledge everywhere of new birth, new hope and new faith. There is present on this earth that which caused the multitudes to scale the heights, face the skies and lift their voices. To rebirth and rejoicing, resurrection, the breaking of the world from physical weakness, degradation and ignorance, we dedicate souls nineteen centuries after the first Easter. It is Easter and we sing. The sun shines upon a beautiful world and we are conscious of old things made suddenly new. Fortified and vigorous in the rebirth of determination and conviction, we are a new people smiling and eager.

Good comes from evil, hope is ever reborn. spring follows winter and everywhere is the symbolism of the better world and better life to come.

All of this is the spirit of Easter.

"Oakland Tribune."

IN MEMORY

Death has dealt kindly with our membership, and touched but few during the years of our club life, but now it has taken one of its earliest members, and one who when in good health was one of the most active, Zannette W. Potter. She was the originator of our "Herald", managing and editing it for several years. She organized a group of singing members into the "Philomels", and by her indomitable spirit inspired them to many achievements, especially the purchase of the grand piano for the club. For the past few years her failing health has not permitted club efforts, but her devotion remained undiminished, and the Philomels were happy in showing their loyalty to their leader on suitable occasions, the last sad one when acting as honorary pall-bearers. We shall miss her greatly, but according to her wish, we must "Restrain our tears, and give instead, A gentle word, an understanding smile. Think of her free from body's pain, And we will find our grief Changed to the thought of her release."

ELECTION OF OFFICERS

On Thursday, April 7th, we will elect our officers to serve for the following year. The Nominating Committee has selected a fine group, of whom we shall be very proud.

Pres., Dr. Luella Stone Swauger
Vice-Pres., Esther S. Goodwin
Rec. Secty., Matilda Wigger
Cor. Secty., Anna Lignell
Treas., Elsie G. Rae
Auditor, Amy Kirkendall
Directors, Mary J. Johnson,
Emilie Edmonds, and Marion Dougherty.

The ballot-box will be open at the club rooms from 12:30 P.M. to 6:30 P. M., so you can deposit your ballot any time in the afternoon if you cannot come to the dinner. But you'll surely miss lots of fun if you don't come to the dinner and initiation of new members. It will be a real "kids' party", a relaxation from our strenuous effort of the year, and with Ann Clevenger and Teresina B. Morgan in charge of initiation, an everybody acting as school children, you can imagine the fun.

FOR RENT

Large Furnished Room
in Private Home

\$15 per mo. 1 person, \$20 for 2

25c breakfast if desired

MRS. E. P. VAUGHAN

FR. 6300-J On Car Lin

AMONG OURSELVES.

Have you caught your breath yet after our big exhibition? Didn't it surprise you? Our visitors were kind enough to say they thought it would not be surpassed by any club in the U. S. in observing Business Women's Week. It is estimated that nearly 15,000 persons passed through the doors on the two days. Isn't that proof of what united effort can do, with a courageous leader?

Special thanks are due to the following in making the affair so successful, outside of our club members:

Sherman, Clay Co. for loan of piano.

J. A. Munro and D. Bercovich, for loan of show cases.

Colorcrete Co., for loan of garden furniture.

Alameda County Board of Supervisors, for exhibit.

San Francisco Pyramid No. 1, Sciots, for their splendid band and generous entertainment on Saturday evening.

Mr. Sheridan, of Buick Co., for the amplifiers.

And how can we say enough of the wonderful program given us by Captain Dobbie and the Shell Happy Time people? Wasn't it delightful to meet them personally, and to see face to face those whom we have grown to know and love over the radio each morning?

And how proud we were of our own artist members, Josephine Swan White, Rudolphine Radil, Caroline Irons, June Swift Smith and Alice Zwillinger, in the fine program contributed by them!

The exhibits were most interesting, and filled the space beautifully; the civic dinner with 500 at tables, with so many distinguished guests, was so well managed; in fact, the whole affair we feel was a great credit to business and professional women, and a tribute to our president and her able committee in its arrangement.

Congratulations to Alice Dougherty on being appointed a member of the State School Board by Governor Rolph.

Josephine Swan White has been asked to put on the pro-

gram for the Northern District Federation of Women's Clubs in convention at Red Bluff on April 14th.

Last month's program at the Blind Home was arranged by Jean Kent of K. L. X., with the following artists assisting: Jack Dennis, baritone solos; Julius Baer, lecture on Indians and Buffaloes; Delphine Murphy, mezzo soprano; Clyde Diddle, basso; Jack Hanley, violinist; and the Gay Caballeros. Mr. M. Barr of the Blue Bird Potato Chip Co. added to the happy time by gifts of potato chips to each resident of the Home, making it a real "Irish party".

Mrs. Sias is arranging an equally good time for the next.

Our luncheon program of the 14th brings to us some valuable information on a matter largely affecting citizens of this state, as well as some delightful entertainment.

And the installation dinner on April 28th is in the hands of our president, as the wind-up to her brilliant year. She is keeping some of the details of the program a surprise, but it has crept out that June Swift Smith will sing, and there will be special dances by Alice Zwillinger's pupils. Otherwise, "Peter" is responsible for the program — and that's enough for us to know. Let's have a record attendance, to show our approval of the outgoing officers, and our warm welcome to the incoming.

Mrs. Moran will conduct another of her interesting trips to Europe this summer, and says the rates are considerably reduced, and more attractions added. She only takes a small group of women, to which she gives constant personal attention. See her "ad" in this Herald.

Did you see the Cherry Blossoms at Japanese Tea Garden in Golden Gate Park about two weeks ago? There were some vistas that were breath-catching. It's really a bit of a trip to Japan at their festival time.

And in about two weeks the rhododendrons will be in bloom in the Park, thousands of them. Don't miss it.

Have you seen the wild-flower covered hills around Hayward and on the slopes of Diablo?

The Creator is giving us a treat never to be forgotten this year, anywhere you go in this marvelous state of ours.

Bess Clow is forced to take a needed rest, against her will, as a sprained ankle is confining her to the house.

Laura Pinkston found it necessary to spend two weeks in the hospital, but came through finely, and is now recuperating at home, 116 Lake St. A good time for a visit, isn't it?

Jessie Scott has had an interesting time showing some cousins from London our American ways, introducing them to cafeterias, ice-cream cones, etc., concluding with a trip to Yosemite in all its glory just now.

Florence Bussell ran away for the Easter vacation; likewise many other of our members, but didn't tell us where. Here's hoping they had a good time, anyway.

Elsie Stoltz is going to the southland for a little rest; will go before the flowers leave the hillsides.

Did you know that our President opened the campaign being put on by the American Legion against depression? She was the first to speak over the radio on the question of the women spending now in a sane way, not hoarding, but starting the buying movement that will cause the merchant to bring in more goods, this in turn to cause the manufacturers to be more active, and so through the chain provide for many, many jobs for our husbands, brothers, friends, and incidentally, ourselves. She spoke over KLX.

* * *

ROSTER CHANGES

Clara McKenney,
530 Kenmore,
GL 3159

Thora Benson
Bus. Address 528 16th St.

Marion Dougherty
Business, 437 19th St.
Phone GL 2933
Just started this office.

Jessie Frost,
East Bay Title Ins. Co.
1430 Franklin
HI. 6163

STATE CONVENTION

May 13, 14, 15, at Monterey, with its "gardens of wonderful roses, climbing o'er roof, trees and wall, woodbine and crimson geranium, hollyhocks purple and tall", the blue waters and shining sand, combined with the hospitality of our B. P. W. C. members of the peninsula, insure a wonderful time. It will be a fine way to spend a week end. Let's remember the date. And, above all, it will bring us in touch with club members from all over the state, renewing old friendships, giving new inspiration.

JUNIOR JOTTINGS

Tuesday, April 5. Annual meeting and election of officers. This is the most important meeting of the club year and it is vital that every active member attend. If you are unable to attend the meeting, send in your proxy naming a member to vote for you who you are certain will be present at the meeting. No visitors at this meeting.

Tuesday, April 19. Our biggest event of the entire year will take place on this date. We celebrate the club's ninth birthday, installation of new officers, and initiation of new members at a lovely dinner meeting. You won't want to miss this dinner, remember it is April 19th. Reservation cards will be sent out. Plan to bring a group of your friends to our dinner.

The Carnival Nite held March 15th, was a huge success. To Miss Anita Little we are indeed indebted for giving of her talent so generously and delighting everyone with thrilling prophecies of the future. From what we hear we had better be keeping our eyes on our President—her future is to be highly interesting! To Mr. William Cross, manager of the radio department of the Jackson Furniture Co., we are most grateful for his generosity in loaning and installing a fine radio for our enjoyment. We thank our friends.

Edith Mango unfortunately had to prolong her stay in the hospital but we are happy to know that she now is at home

and well on the road to recovery. Our very best wishes to you, Edith.

Why not write to your Pal, she would love to hear from you.

Make certain you attend the April 5 meeting and the dinner on April 19. Mark the dates on your calendar now.

Harriet Bakewell,
Publicity Chairman

Our President has received a letter from the Superintendent of Blind Home expressing greatest appreciation of her efforts and of the club members who have contributed to the programs throughout the year, and for the sale of articles made by the residents of the Home. This has indeed been a worth-while work in its contribution to the comfort and enjoyment of the "shut-ins".

At the "Irish Day" luncheon our "red heads" added much fun to the party, our President, Anne Kennedy, Esther Goodwin, M. Alice Lore and Irma Geer Lathrop. Mrs. Haddon's talk was much enjoyed, and the singing of Mr. Bell and our own member, Julia Gallagher, was lovely. Mabel Kuss tells a tale of Esther Goodwin visiting their ranch when they were both children, and starting out for a ride on an old white horse. You know the story of a red-headed girl and a white horse. Mabel says all she could see were Esther's two pig tails sticking straight out behind as the horse galloped away. But Esther is still here, and is going to be our Vice-President. So she is still courageous.

INTERNATIONAL

A Federation of Business and Professional Women has been formed in Germany, with Dr. Maria Munk, a member of the Judiciary, as President.

From all countries come encouraging letters telling of increases in membership. There are now 60 branches in the Italian Federation. A Federation has been formed in Norway, with 1200 members. The Swedish Federation is growing finely.

A Board meeting of the International Federation B.P.W.C. will be held in Paris in July, at the time the Good Will Tour members arrive from the United States, that they may attend the meeting.

Anyone interested in joining the Good Will Tour this summer, see our member Pauline Otis for particulars. Don't we all long to go?

Deodar Tree Inn

1579 Jackson Street

Exclusive Home, down town,
superior accommodations,
private baths, sunny rooms; heat,
garden, garages,
Dining Room open to public.
Excellent Food, Very Reasonable

Holiday 9825

Mrs. Maud Taylor
Club Member

ORA EGAN

LINOTYPING

Publications Printing
(Only woman owning and operating
Linotype in Alameda County)

408 12th St. Ph. TE. 2575

Colonial Cafeteria Co.

Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California

CHAPEL OF MEMORIES

TERESINA B. MORGAN, MANAGER

OAKLAND
CREMATORIUM

(Oakland Columbarium)

Howe and Mather Streets... OAKLAND

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, May 1, 1932

Number Twenty-two

SAFETY DECALOGUE

1—"Good intentions are a treacherous substitute for good brakes."

2—"The horn that is defective may yet prove very effective in punging its owner into trouble."

3—"Beneath the skin, the man who neglects his steering gear is blood brother to the bridge jumper."

4—"There are many brands of danger, but only one kind of safety."

5—"A dark tail light is no protection against the car thundering along in the rear."

6—"Danger wings with lightning speed for him who puts his trust in greed."

7—"All any brake asks is an opportunity to show what it cannot do in a critical situation."

8—"It's a poor time to think of brake inspection when one is within ten feet of eternity."

9—"Hard Luck takes many a wallop that belongs to faulty judgment."

10—"The nearest American approach to the French guillotine is the exposed edge of a broken window or windshield glass."

A census taker asked the woman at the door:

"How many in your family?"

"Five," snapped the answer, "me, the old man, kid, cow and cat."

"And the politics of your family?"

"Mixed. I'm a Republican, the old man's a Democrat, the kid's wet, the cow's dry and the cat's a populist."

CALENDAR FOR MAY, 1932

LUNCHEON

Thursday, May 5th, 12:15 P. M.

Speaker: Miss Carolyn Barbour.

Subject: Flower Arrangements — Helpful Hints and Friendly Suggestions.

(This program arranged through the courtesy of the Leamington Flower Shop)

Community Singing.

Our President, Dr. Luella Stone Swauger, presiding.

No program on Thursday, May 12, owing to the Annual Meeting of State League, B.P.W.C., at Monterey, May 13, 14, 15.)

DINNER

Thursday, May 19th, 6:30 P. M. \$1.00 per plate.

Speaker: Mrs. Mabel Farrington Gifford.

Chief of State Bureau of Speech Defects.

Subject: The Relation of Speech to the Correction of Psychological Disorders.

Vocal Solos: (Artists' names to be announced later.)

INFORMAL SUPPER AND CARDS

Thursday, May 19, 6 P. M. 25c.

In charge of our President. A good time to get acquainted.

Phone Mrs. Patigan for reservations, HO. 6642.

BUSINESS WOMENS HERALD

Official Publication of the
**BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.**

Laura E. Pinkston.....Editor & Bus. Manager
Bird M. Wilson.....Associate Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

President.....Maud E. Petersen
Vice-President.....Alice G. Moore
Secretary.....Mary Lota Mitcheltree
Cor. Secty.....Carrie P. Kennedy
Auditor.....Sue M. Bradley
Treasurer.....Anna L. Clevenger

DIRECTORS

Georgia Maiden
Elsie O. Stoltz
Jessie D. Scott
Victoria Escoffier
Clara McKenney
Claudine Detoy
Mrs. Della Patigan
Executive Secretary

1608 Webster St. HOLIDAY 6642
SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy

JUNIOR SECTION

Catherine Molinari.....President
Alice Moore.....Advisor
Isabel W. Dingwall.....Advisor

At an April meeting of the Ad Club our president was a guest of honor, and has also been broadcasting over various stations for the American Legion "war on depression", as a contribution of our club toward the unemployed situation. She urged women not to be slackers in this war, but to help by buying all they reasonably could, thus helping all along the way, the delivery man, the merchant, the wholesaler, the manufacturer, the shipper, and the grower, each meaning more employment for men and women. Also, she urged the joining in "Clean-up Week". How about fixing up the garden? Painting the house? How about a new dress to match the lovely spring flowers? A little more spent by each one of us will amount to quite a lot. Let's do it now, and show that we are ready to serve whenever there is need."

GREETINGS!

As your newly-elected President, I wish to greet the club members and to thank them for the honor conferred by them upon me. Also, to ask the continued co-operation which has always been so splendidly given. The club has established high ideals and standards which, with the help of all, we must maintain and add to. Let us walk the friendship trail together.
LUELLA STONE SWAUGER.

HIGH LIGHTS FROM OUR RETIRING PRESIDENT'S REPORT

"As my term of office comes to a close I can truly say that it has been one of the best years of my life, for it has given me a better understanding that it is up to us to do everything within our power to make those happy whom we come in contact with, and to lift up instead of pull down, for no matter how the picture may look to us, we never know what we might have done under like circumstances.

"We have tried to bring new interest to the club, and more publicity, so that worthy women would want to be a part of such a progressive organization.

"We have tried during this seeming "depression" to be lenient with those that needed not just financial help but a word of encouragement. For what good is a club to its members if it doesn't act humanly?

"This has been a wonderful year. Many clubs have gone way back in finances, but we are holding our own and our membership is increased.

"I want to thank each member for being such a help in putting this year over, and to thank the Board, who have been a joy to work with, and to express my deepest appreciation of the assistance so cheerfully given at all times by our Executive Secretary, Mrs. Patigan.

"I feel sure that the same confidence and support that you have given me will go to our new President, Dr. Swauger. And if you have any criticism, take my tip; tell it to Dr. Swauger to her face, for she is bound to hear it anyway; and if you have praise, don't forget to tell her that, too.

JUNIOR JOTTINGS

Tuesday, May 3. First business meeting of the new club year. Announcement of committees for the year will be made. Your attendance is urged.

Tuesday, May 17. A social meeting with the new social chairman in charge of the event. Your friends are invited to attend.

To those of you who were not fortunate enough to attend our dinner on April 19, may we say that you truly missed one of the loveliest affairs the Juniors have ever given. Our six newest members were initiated, our birthday cake with the 9 candles that symbolized 9 years of activity for the club was cut, and our new officers were duly installed. Miss Annie Woodall, Western Regional Chairman of the National Fed-

eration, was our honored guest and gave us an interesting and instructive talk on the National. It was deeply regretted that Mrs. Petersen, retiring senior president, was unable to be with us because of illness. The officers for the coming year are: President, Catherine Molinari; Vice President, Alice Piloni; Rec. Secretary, Miriam Schwantes; Cor. Secretary, Kathleen Bugler; Treasurer, Marina Ham; Auditor, is to be chosen May 3; Directors, Elvera Ham, Josephine Damaschina, and Edith Christensen.

Wedding bells are to ring out for Alice Koudelka on May 9. Alice is to become the bride of Harry Harmon. We wish them every possible happiness.

Have you written your Pal? What shall you write? Why not tell her of new and interesting books you have read or plays you have seen? She wants to hear from you so write.

Harriet Bakewell,
Publicity Chairman

AMONG OURSELVES.

Glad to report Mrs. Crowder convalescing nicely at home. And Mrs. Catherine Brown has been missed from the club lately. We knew nothing but sickness would keep her away, and sure enough, that's what it was. But she is out again, busy as ever.

Any friends of Zannette Potter who would like to visit her young niece, will find her at Del Valle Farm at Livermore. Little Zannette will always be of interest to our club members.

It pays to attend club gatherings, Mary Campbell, Lois Martin, Marcella Graham, Freda Smith, Alice Osborn and Bird Wilson each received a beautiful fern at the "closing of school" meeting, for faithful attendance.

At a recent Informal meeting it was so nice to welcome Dr. Irene Jenkins from Richmond club, Miss Titcomb, past president of San Jose club, and two charming girls from an Indiana club.

Did you notice in Independent Woman that our club received the award last month for the most outstanding piece of work, in the activities at the Blind Home for the past year?

At the last program there Mr. Zunio, premier accordionist played, Mr. W. O. O'Brien sang, accompanied by our own member, Miss Colburn; and Mr. Harry Brown sang with banjo accompaniment, with Mr. Robbie Robertson, the "Harry Lauder" of Oakland, telling stories. Ella Saylor Brooks sent some delicious choicoates, and in closing Mr. Joseph Kelley, the Superintendent, expressed hte thanks of the residents of the Home and of himself, for the splendid work of the club in their interest. It has been a lovely bit of sunshine carried by our past president to those living in the shadows.

At the last Informal Supper the picture was drawn by Maude Petersen, and by her, auctioned off to Josephine McClenegan, the money going to the club. And the Afghan raffled by Thora Benson and May Crowder was won by Miss Walsh.

REGIONAL CONVENTION

Of course you are holding in mind the dates June 18, 19, and 20, for the National meeting in Berkeley. Speakers will be here from the East, and club sisters from the eight western states. Round Table discussion on many subjects led by experts. Banquet Saturday evening. Almost as good to attend as the National Convention. Full details in next Herald.

BEAUTIFUL INSTALLATION

Program came just as the Herald was going to press, so no report of it is possible, we regret to say.

OUR GOOD WILL TOUR AND CONGRESS OF LEAGUE FOR PEACE AND FREEDOM

Only \$165.00 to Europe and back to New York, first class tourist cabin, on the palatial S.S. Berengaria.

Conducted tour on the continent, including first class hotel service, side trips, meals, and even tipping, \$413.75, for six weeks travel, by land, lakes and river.

These exceptionally low rates are available to our club members this year.

What an opportunity to see Europe under expert guidance, and to be pioneer builders of an organization to promote peace and establish international friendships.

See our Mrs. Pauline Otis, 532 16th St., or phone HI. 1511, for particulars of itinerary.

A small deposit will reserve your cabin on steamer, and a deferred payment plan whereby \$200. may be borrowed at a low rate of interest to be repaid during eight months.

B.P.W. C. women from every State will be there. It is most important that these international visits be fostered, in the interest of world peace. Why not go this year?

What a busy time, with the retiring officers finishing up their business, and the incoming ones preparing for new business. Maude Petersen combined business and pleasure by giving her Board a lovely dinner party, holding a business meeting afterwards.

And last week the Board gave a beautiful farewell dinner to Maude, with the "garden" motif apparent in decorations, and program, even to the living bouquet, so cleverly arranged by Georgia Maiden.

And now we are looking forward to more delightful programs in May. Miss Carolyn Barbour, who comes to us next Thursday at luncheon, is an artist of note in decorations, and her sketches showing designs for decorative work are unique and lovely.

In the middle of the month comes the Annual Meeting of our State League at Monterey. Everybody will want to be there, for as much of the convention as possible. Such delightful entertainment is planned, and we shall meet our sister members from all over the State. Headquarters will be at Hotel San Carlos in Monterey, with the big banquet at lovely Del Monte. Get particulars as to hotel rates from Mrs. Patigan and make reservations as soon as possible.

The program for the 19th has been especially arranged by our President, Dr. Swauger, and we are very fortunate in having so charming and eminent a speaker as Mrs. Gifford. She is an authority of international repute, and can give us surprising information of a most interesting character.

And of course at the Informal Supper we will have a fine chance to get better acquainted with our new officers, with new members, and with each other.

Our attention is called to a very interesting meeting, to those interested in business life insurance, so important in our lives to be held on Friday, May 6th, at 7:30 P. M., at Women's City Club. It is arranged by Oakland and San Francisco Insurance Underwriters jointly. Mr. Walter G. Gastil, eminent authority, will speak on "Business Life Insurance." The admission is 50c. The purpose is to finance the National Convention of Life Insurance Underwriters to be held in San Francisco in August, which will be attended by thousands.

"The jolliest time ever" is reported by all who attended the "School Party" last month. The bearded Trustees, the dignified old-fashioned teachers, the children in rompers, the colored Mammy and Sis Hopkins, the graduating class and its chaperone, and many, many other interesting characters, were marvelous to see, and their actions caused a continuous scream. A touch of dignity was present in the presentation of diplomas to new members, in the form of our Club Collect beautifully printed and presented by our member, Mrs. Porter.

From the annual reports we glean the following. Old members reinstated during year, 35. New members secured, 28.

Loan Fund. Total amount received during year, \$758.38. Disbursed on six loans, 5 girls and one boy, \$747.50. Since the Fund was started in 1925 \$2077.90 has been loaned to 21 young men and women. (Looks like our contributions to this fund are needed, doesn't it?)

Amount given to Blind Home for articles purchased through the club, \$112.70.

Wish we had space for a resume of our programs for the year, but we can all remember them.

Elsie Stoltz and Carrie Kennedy enjoyed driving to Los Angeles during the height of the wild flowers. But we have not been able to learn what they did when they got there. An ominous silence prevails!

ADDITIONS FOR THE ROSTER

Name of Members Not Appearing In Roster

MRS. MARGARET AUSTIN

Escrow Officer
Officer Title Insurance &
Guaranty Co.
Title Insurance & Escrows
401 15th St. GL. 8300
Res. 4304 Webster St. HU. 3070

JANE TAYLOR COLBURN

Underwriter
Penn Mutual Life Ins. Co.
Insurance
1736 Franklin St. GL. 5320
Res. 1538 Arch St., Bk. AS. 7661

MISS LELA C. GEDDES

Mining and Importing
Res. 3347 Devisadero St.,
San Francisco WAL. 4077

MISS DORIS E. HARVEY

Secretary & Assistant
Dr. Wilfred H. Robinson
Dentistry
404 American Building HI. 1302
Res. 421 Staten Ave. HO. 7191

MISS GRACE E. HARVEY

Instructor
E. B. School of Beauty Culture
Cosmetology
532 16th Street HO. 5183

MRS. ELISA F. HOFFMAN

Secretary
Alameda County
Highland Hospital ME. 5525
Res. 1909 51st Ave. FR. 3368-J

MISS ALVERNA HORMES

Xray Lab. Technician
Children's Hospital of the
East Bay
5105 Dover St. OL. 1143
Res. 615 51st St. PI. 3665-W

MISS HELEN K. INGHAM

Stenographer
American Trust Co.
Banking
14th & Broadway LA. 8000
640 Colusa Av., Berk. TH. 3062

CLARA B. JACKSON

Clerk
Ala. Co. Wel. Council
Res. 116 Lake St. TE. 4045

MRS. ELOIS MacMILLAN

Manager, Mira Vista Office
M. A. Hays Co.
Real Estate
476 San Pablo Ave. RICH. 1464
Res. 1406 Euclid Ave. AS. 8909

MISS LOLA McLAY

Owner
Super Curline Parmanent
Wave Shop
Permanent Waving
1770 Broadway GL. 4938
Res. 295 Jayne Ave. GL. 0796

MRS. HELEN T. POWER

Manager
State Employment Bureau
519 19th St. GL. 3864
Res. 101 Wistaria, Pd. HU. 3239

MISS VIDA A. SMITH

Owner
Super Curline Permanent
Wave Shop
Permanent Waving
1770 Broadway GL. 4938
Res. 295 Jayne Ave. GL. 0796

MRS. FRANK BOYCE TUPPER

Auditorium Mgr. & Personnel
Advisor
The John Breuner Co.
Furniture
Broadway at 21st HI. 4348
Res. 2632 Hillegas Ave.
Berk. AS. 8979

MISS ADELE WALTER

Mgr. Lingerie & Hosiery Dept.
La Belle Shop
Ladies Apparel
50 Grand Ave. HI. 4272
Res. 30 Grand Ave.

MISS LYDIA WHITE

Mgr. Hosiery Dept.
I. Magnin & Company
Ladies Apparel
20th & Bdwy GL. 9020
Res. 84 Fairview Ave. HU. 0790

LUCY FRANCES HITCH

Secretary
Res. 2232 Ivy Drive HO. 3765

CORRECTIONS FOR THE ROSTER

MISS THORA BENSON

528 16th Street

MISS LEA BRUNQUIST

Res. 2806 College Ave.
Berk. TH. 1404

MAY LACEY CROWDER

3818 Park Blvd. ME. 8100

MISS MARION DOUGHERTY

437 19th Street TE. 2933
Res. 560 - 53rd St. PI. 3554-J

MRS. EMILIE EDMONDS

Beauty Salon
Hotel Leamington HI. 2525

MISS JESSIE FROST

Res. 1560 Alice St. HO. 9073

MRS. CLARA McKENNEY

Res. 530 Kenmore Ave. GL. 3159

MISS ALICE G. MOORE

Res. 2741 Parker St. BE. 2694-W

MRS. LAURA E. PINKSTON

Room 320, CITY HALL
Local 382 — LA. 3600
Res. 116 Lake St. TE. 4045

MRS. ETHEL PRESHER

Res. phone GL. 1949

BEATRICE P. RAMEY

Res. 5816 Picardy Dr. TR. 0562

MISS FRED A SMITH

Bus. phone HI. 4040

LOLA C. STEPHENS

Res. 286 Lenox St.

MISS ELSIE O. STOLTZ

Res. 286 Lenox

MISS MATILDA WIGGER

Res. Blue Triangle Club
2332 Harrison St. GL. 9200

RESIGNATIONS

MISS ANNE E. BEACH

MARY A. JUNOR

MISS IRMA B. KLEIN

MRS. L. PERATA

ELLA ANDKER-PETERSEN

EVA S. RUTTER

MISS RUTH L. THORSEN

DECEASED

ZANNETTE WILLIAMS POTTER

Smartest Drapery and Rug Ensembles

JOSEPH OTIS Interior Decorating Dept.

— with —

Otis File and Office Furniture Co.

532 Sixteenth St., Oakland

ORA EGAN LINOTYPING

Publications Printing
(Only woman owning and operating
linotype in Alameda County)
408 12th St. Ph. TE. 2575

Colonial Cafeteria Co.

Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California

CHAPEL OF MEMORIES



TERESINA B. MORGAN, MANAGER

OAKLAND CREMATORIUM (Oakland Columbarium)

Howe and Mather Streets... OAKLAND

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, June 1, 1932

Number Twenty-three

NEW OFFICERS

California League B.P.W.C.
Elected at Monterey

President

Mrs. Maude Empey San Jose

1st Vice-President

Mrs. Estelle Close, Santa Rosa

2nd Vice-President

Judge May Lahey, Los Angeles

Rec.-Sec'y

Miss Alice Nelson, Paso Robles

Cor.-Sec'y

Miss Henri Rankin, Los Gatos

Directors

Mrs. Mabel Dye, Alameda

Miss Florence Stahl, San Jose

Mrs. Margaret Chase, Riverside

Miss Ruth Blanchard,
Santa Maria

Mrs. May Pettingill, Eureka

Miss Crescent Nebeker,
Red Bluff

Miss Eleanor Clark
San Clemente

The Queen's Bench, an organization of women lawyers, were represented by 15 members at the meeting when Mrs. Gifford spoke, accepting the invitation of Eloise Cushing, their President, and Bird Wilson, a member. The charm and interesting address of the speaker made it a memorable evening.

The dinner on the 30th will be a real homey affair. We all know Delena Randall's charm as a hostess, and her ability in programs. Then there will be cards following for those who wish to play.

CALENDAR FOR JUNE, 1932

LUNCHEON

Thursday, June 9th, 12:15 P.M.

Business Meeting, for Members Only.

A large attendance is urgently requested, as matters of vital importance to the Club will be presented.

PICNIC

Sunday, June 12th, 1 P.M.

A Chicken Dinner Under the Trees. Only 75c.

Bess Clow invites all club members to her country home at Lafayette. Arrangements are in charge of the P. O's. See directions for finding the place on inside page.

REGIONAL CONFERENCE

NATIONAL FEDERATION B. P. W. C.,

Saturday, Sunday, Monday, June 18, 19, 20,
Hotel Claremont, Berkeley.

Round Tables, Open Forum, Banquets.

B.P.W.C. Members from Washington, Oregon,
Idaho, Montana, Utah, Nevada and California.
More details on Inside Page.

OPERA IN SONG AND STORY

Friday, June 24th, 8:15 P.M. Tickets only 50c.

Our Club House Auditorium.

Benefit of our Educational Loan Fund.

Rudolphine Radil, Prima Donna Soprano and
Narrator,

Josephine Swan White, Instrumentalist.

The Opera: "La Wally," by Catalini.

DINNER AND CARDS

Thursday, June 30th, 6:15 P.M. per plate 75c.

Program arranged by May and June Birthdays.

Delena Randall, Chairman.

Cards later in the evening. Bring your friends.

Make reservations at club rooms, HO. 6642, for picnic, luncheon and dinner, and buy tickets for opera there also.

BUSINESS WOMENS HERALD

*Official Publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.*

Bird M. Wilson.....Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the interests of the
Business and Professional
Women's Club.

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

Pres.....Dr. Luella Stone Swauger
Vice-Pres.....Esther S. Goodwin
Secretary.....Matilda Wigger
Cor. Secty.....Anna Lignell
Auditor.....Amy KirkelindlaK
Auditor.....Amy Kirkendall
Treasurer.....Elsie G. Rae

DIRECTORS

Mary J. Johnson
Emilie J. Edmonds
Marion Dougherty
Georgia Maiden
Elsie O. Stoltz
Jessie D. Scott
Mrs. Sarah J. Shoolery
Executive Secretary

1608 Webster St. HOLIDAY 6642

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy

JUNIOR SECTION

Catherine Molinari.....President
Alice Moore.....Advisor
Isabel W. Dingwall.....Advisor

THE PICNIC

How to Get There.

Turn right at Lafayette, at the Ethyl Service Station, go across bridge and past school-house and community hall until you reach road leading to the left, marked "To St. Mary's College". Follow the road for half a mile or so past three houses, and take road to left between third and fourth houses, crossing railroad track and across bridge, and you are there.

Betterleave Oakland by 12 o'clock.

Chicken Dinner served at 1 o'clock.

All those who have automobiles please report with Mrs. Shoolery at club rooms how many they can take out.

Reservations must positively be made with Club Secretary by Thursday, June 9th, for Picnic Dinner.

It is a lovely place. Every-body come.

LET ME GROW LOVELY

Let me grow lovely, growing old—
So many fine things do;
Laces, and ivory, and gold,
And silks, need not be new.

And there is healing in old trees,
Old streets a glamour hold.

Why may not I as well as these
Grow lovely, growing old?

Charlotte Baker.

A HAPPY TIME — A DUTY DONE

About the first thing that every B. P. W. Club does, after formation, is to establish a Students Loan Fund, so that in the first ten years of the National Federation of B. P. W. C. over \$250,000.00 was raised and used by the various clubs in loans to students, in the endeavor to secure "Better Business Women for a Better Business World".

We were not lacking in this regard. Very early in our club life we started a loan fund, naming it after a dearly-loved club member, the first of our membership to pass away, Florence M. King.

Year by year that fund has been added to and been in constant use, 21 young women and men having been assisted by it since it was started in 1925, and in the past year five girls and one boy receiving its aid.

But it is sadly depleted. Last year not one dollar was added to it. And now we have nothing to lend, tho some of our own members are seeking its benefits for their own young people.

There is no better work we can do than to help young women who are fitting themselves for a business life to be well equipped, so that they may be a credit not only to themselves, but to business women as a whole.

So the first big event in our programs is dedicated to this Loan Fund. As usual, a bountiful return will be made for your investment of fifty cents. The opera "La Wally" (with the accent on the last syllable) is very melodious, and a great favorite on the Continent, especially in Italy, where it is in the regular repertoire of the larger opera-houses.

The scene of the story is laid in Tyrol, in the high Alps, and the story is one of primitive peasant passion, while the music rises from haunting folk-tunes to dramatic heights reminiscent of Wagner in his thrilling climaxes.

Our own Rudolphine Radil, assisted by our own Josephine Swan White, will give us a delightful presentation of this lovely opera. The music is by Catalani, the libretto by Illica, and was presented for the first time on the Pacific Coast this spring by the Pacific Coast Opera Co. in San Francisco. Miss Radil sang the role of the boy "Wally", a role in which she won great success when she sang it at the Donizetti Theatre in Bergamo, near Milan in Italy.

Let's pack our auditorium with an appreciative audience. Let every club member take all the tickets she can, bring our friends, or sell to others, and accomplish two big things:—enjoy a delightful entertainment, and add to the Florence M. King Loan Fund. This is a work we are most proud of, and would not abandon. So come on, now, a long pull, a strong pull, and a pull all together. Note the date, FRIDAY, June 24th, 8 P. M.

REGIONAL CONFERENCE

Instead of the National Convention this year, Regional Conferences will be held over the United States, and we are so fortunate as to have the one in our district held right at our own doors, in Berkeley, under the leadership of Annie Woodall, our former State President.

Meetings will be held at Hotel Claremont, beginning with an informal reception on Friday evening, June 17th.

On Saturday, June 18th, Round Table Discussions will occupy the morning session, with an Open Forum for discussion of timely topics at luncheon. In the afternoon vocational round tables, and in the evening a banquet, with Miss Emily R. Kneubuhl, National Executive Secretary, as speaker.

On Sunday, Round Tables in the morning, with Mrs. Anne Leidendecker, National Program Chairman, speaker at luncheon. Emblem ceremony in the afternoon, and an informal dinner with Mrs. Ruth Comfort Mitchell Young, our gifted writer, as speaker.

On Monday, further Round Tables and Open Forum at luncheon, continued into the afternoon, and dinner at San Francisco.

How delightful to meet our sister club members from Washington, Oregon, Montana, Idaho, Nevada and Utah; to "swap stories" with them, to show them our lovely region,

This is our opportunity to help our Berkeley club members entertain our visitors, and to gain much from the contact with other business women. Plan to attend as many meetings as possible.

JUNIOR JOTTINGS

Tuesday, June 7. Business meeting. Plans for summer activities will be discussed.

June 18, 19, & 20. Western Regional conference of the National BPWC at Berkeley. Elsewhere in this issue you will find details concerning this important event. Make every effort to attend as many as possible, if not all, of these very interesting meetings.

Tuesday, June 21. Social meeting, the details of which will be announced at the business meeting on the 7th.

And have you heard that Cupid has again been busy with his little arrow? His latest victims are Frances Kofoed and Alfred Wood. The greatest joy possible is extended the happy couple.

Vacation time is here again. Rhodie Irwin and her Mother are to enjoy a trip to Yosemite, and to Southern California.

We are happy to say that Edith Mango has fully recovered from her recent serious illness and is now enjoying a much deserved vacation.

From all reports everyone had one grand and glorious time at the house party in Kenwood.

When you see Jo Damaschino ask her to tell you about "Leaping Lena"! To Miriam Schwantes goes the sincere appreciation of the members for arranging the marvellous week-end trip.

Harriet Bakewell,
Publicity Chairman

Altho Mrs. Patigan declared that the happiest years of her life were those spent with us, she has been coaxed away, and been persuaded to take unto herself a husband, who will in turn take her and Marguerite to far away Toronto, Canada. Our love and very best wishes go with them. May they return to us some day.

At the last club meeting, our President made her a gift of some table linen from the club, and here is her reply: "Just a little note of appreciation for the beautiful gift I received from the club members. It is exquisite, and I shall cherish it as long as a thread remains, for it will always remind me of the happy days when I was Secretary of the B.P.W.C., and of all the lovely friends I made in the Club."

AT MONTEREY

Pauline Otis, Faye Buckley, Bird Wilson, M. B. Graham and daughter, represented the club at the State Convention, and report a delightful affair. The Spanish luncheon in Memory Garden, amid the brilliant flowers, with Spanish serenaders, was a colorful and entrancing hour; the 17-mile Drive never looked so lovely, with the acres of wild flowers, the blue water and the ageless cypress. The banquet at Del Monte, with over 300 attending, was a brilliant affair. Margaret Stewart, one of our National officers, was an inspiring speaker. And the installation ceremony for the new officers was most impressive.

A resolution was adopted to complete a proposed amalgamation with the California Federation of B.P.W.Clubs, making one organization in the state, which would be a member of our National Federation. The terms are not wholly happy ones for us who have always been loyal to the National, but were so strongly recommended by the committee who had been working with a committee from the other organization, that it seemed best to accept them, to the end that all business and professional women in the state may be united in a loyalty to the National Federation, and become a greater power in the state. The matter will come before each club later on for ratification, when full details will appear.

In our own State League we now have 48 clubs, with a membership of about 2500.

Dr. Morse in her closing address as retiring President, urged us to fit ourselves for leadership in solving economic problems; keep up with the new world.

She also said that one escape from losing jobs in favor of men was to prepare ourselves for managing our own businesses. A folder is being prepared of Tea Rooms operated by members of the B.P.W.C. in California, so that we may seek them out when visiting other cities.

There being five Thursdays in June, and our President away, the meeting last week was omitted. But you won't want to miss any of the others.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of Business Women's Herald, published monthly at Oakland, Calif., for April 1, 1932, State of California, County of Alameda, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Bird M. Wilson, who, having been duly sworn according to law, deposes and says that she is the Managing Editor of the Business Women's Herald, and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations.

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher Business & Professional Women's Club, 1608 Webster Street; Editor Bird M. Wilson, 315 E. 19th St., Oakland.

2. That the owner is:

Business & Professional Women's Club, an incorporated body, a non-profit organization, having no capital stock; the officers of which are: Pres. Maud E. Petersen, 1776 Franklin Street; Vice-Pres. Alice G. Moore, 266 40th Street; Secy. Mary Lota Micheltree, 467 34th Street; Treas. Anna L. Clevenger, 3027 Capp Street, Oakland.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and his affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

BIRD M. WILSON,

Editor and Business Manager.

Sworn and subscribed before me this 1st day of April, 1932.

(Seal)

W. T. McSORLEY, Notary Public.

(My commission expires Oct. 22, 1934.)

AMONG OURSELVES.

Quite a number of club members are vacationing. Alice Irwin and Rhobie started out for Yosemite, and wound up at Ensenada, Mexico.

Mary Barmby and Dr. Martha have been conventioning in Santa Barbara.

Mary Campbell has made quite a stay at Lucerne, on Clear Lake.

Bird Wilson and her sister have been spending week-ends at Yosemite and in the Bret Harte country.

June Swift Smith has been quite ill, but happily recovering.

Lola Mitcheltree has been enjoying Fresno before the hot weather.

Carrie Kennedy spent the holidays at Los Gatos.

Our "Peter" (Maud Petersen) was quite ill and away from her office for a week, early in the month, and not feeling any too well yet. Too bad to make our Presidents feel so used up on retiring from office. Let's help more.

Our former member, Margaret Chase is now a Director of the State organization, from Riverside Club B.P.W.C. which she organized. Are we proud?

And now our new Executive Secretary, Mrs. Sarah J. Shooley, hopes to have the members call at the club quarters and get acquainted. She reminds us that the Album is there, and it would be nice to have the members autograph their pictures.

Quality For Less

Business Cards.....1000 \$1.50
Envelopes\$2.95
Letterheads\$3.50

MACK PRINTING CO.

Olympic 5074 178 Glen Av.

Not Price Cutting

Just Price Adjusting

**Smartest Drapery
and Rug Ensembles**

JOSEPH OTIS

Interior Decorating Dept.

— with —

**Otis File and Office
Furniture Co.**

532 Sixteenth St., Oakland

ORA EGAN

LINOTYPING

Publications

Printing

*(Only woman owning and operating
Linotype in Alameda County)*

408 12th St.

Ph. TE. 2575

**Colonial
Cafeteria Co.**

**Phone Lakeside 1806
Franklin at Fifteenth
Oakland - California**

The OAKLAND
pioneer Columbarium
of the East Bay, rising
in majestic dignity
UPON THE HEIGHTS

**OAKLAND
CREMATORIUM
COLUMBARIUM**

Management
Norton J. and Teresina B. Morgan

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, July 1, 1932

Number Twenty-four

A FOOTHILL TRAIL IN THE SIERRA MADRES

On either side the trail tall wild
oats grow,
As stiff as rusting silks old
ladies wear,
And pale green as the tangled
streaming hair
Of mer-queens where exulting
sea-tides flow.
And here's a plant with flat,
pink cluster crowned
In such mad haste to greet
the summer hour
Its bare, brown stem has broken
into flower
Not two handbreadths above the
hard, dry ground.
Here he that smoky towns have
robbed since birth
Strikes pay in placer fields of
goldenrod,
Yet leaves it for the next who
comes abroad
Prospecting for the loveliness of
earth.
The lazy, fertile valleys stretch
away,
With ranches patterned, ruled
with rows of trees,
To where men talk of reef and
shifting breeze,
Pinespeak and jungle seen
through clouds of spray.
And from the canon, brimmed
with oak's dull green,
And frothed with greasewood
blossoms, white and shy.
The mighty slopes sweep up
to meet the sky,
And clouds, and stars, and great
winds cold and keen.
As long as I can see vast crests
high flung,
And valleys, canons, flowers
and sunset gold,
My heart cannot grow with-
ered, pinched and old,
And so, though years pile high,
I shall be young.
Nellie Suydam Cowley.

CALENDAR FOR JULY, 1932

No Meeting July 7th, being so near the Holidays, and
so many members away on vacations.

LUNCHEON

Thursday, July 14th, 12:15 P. M.

Speaker: ALICE KLAMBT.

Subject: Life in Rural Germany.

PICNIC SUPPER

Thursday, July 21st, 6 P. M., 40c.

The Place: Canoe House in Lakeside Park.

Easily reached by street cars No. 18 and No. 12, or by
automobile.

Chairman: Blanche Stedman.

Games, Boat Rides. Singing in the Moonlight.

INFORMAL SUPPER AND CARDS

Thursday, July 28th, 6 P. M., 25c.

Chairman: Carrie P. Kennedy.

A time to eat, play, and be merry.

Make Reservations for Luncheon and for
Picnic Supper with Mrs. Shoolery, HO. 6642,
in plenty of time, please.

COMMITTEES FOR 1932

Program, Josephine Swan White, Chairman.
June Swift Smith, assisting.

Group Captain, Meta Mohr, Chairman.

Finance and Budget, Ann Thomsen, Chairman.

Ella Saylor Brooks
Barbara Schmitt
Adele Walter

Social Activities, including National Business Women's Week.

Mrs. Frank Boyce Tupper, Chairman
Teresina B. Morgan
Lydia White
Catherine Heineman
Elisa F. Hoffman
Grace Harvey

Informals, Carrie P. Kennedy, Chairman.

Carrie E. Hall,
Mary Barmby,
Edith M. Bakewell
Clara B. Jackson
Vida A. Smith

Reception, Rudolphine Radil, Chairman.

Minnie R. Haines
Jennie M. Hammond
Mary Barmby
Catherine W. Brown
Lola McLay
Helen T. Power

House, Alice F. Irwin, Chairman.

Sue M. Bradley

Junior Advisors, Ann Clevenger

Matilda Wigger

Library, Mary Lota Mitcheltree, Chairman.

Faye Otis Buckley
Mrs. Frank Boyce Tupper

Clippings, Mary Campbell, Chairman.

Decorations, Clo Rogers, Chairman.

Wanda Bracheau
Elizabeth Clow
Mina G. Coath
Mary Curran
Mabel Saylor Davidson
Claudine Detoy

Community Singing, Leader Julia A. Gallagher.

Florence King Loan Fund, Hermine L. Gruger, Chairman.

Publicity, Bird M. Wilson

Editor Herald, Bird M. Wilson

Membership, Josephine H. McClenegan.

Emblem, Lydia White.

Book Reviews, Hermine L. Kruger.

JUNIOR JOTTINGS

Tuesday, July 5. A very important business meeting with reports on the recent Second Western Regional Conference. Following the business we will have a speaker of real interest.

Tuesday, July 19. Social meeting, definite plans have not as yet been completed for this meeting.

At the June business meeting Norma Buzzalino accepted the office of Auditor. Congratulations Norma.

Alma and Frances Kofoed and Edith Christensen have been vacationing together at Santa Cruz and having one grand time.

Josephine Damaschino has been spending the first week of her vacation conventioning with the Druids at Willets.

Catherine Molinari and Harriet Bakewell attended the 3-day Regional Conference in Berkeley.

Harriet Bakewell
Publicity Chairman

ORA EGAN LINOTYPING

Publications Printing

Only woman owning and operating Linotype in Alameda Co

408 12th St. Tel. TE. 2575

Colonial Cafeteria

Phone Lakeside 1806
Franklin at Fifteenth
Oakland, California

The OAKLAND
pioneer Columbarium
of the East Bay, rising
in majestic dignity
UPON THE HEIGHTS

OAKLAND
CREMATORIUM
COLUMBARIUM

Norton J. and Teresina B. Morgan

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, August 1, 1932

Number Twenty-five

DISTRICT NO. 1

CONFERENCE

The Alameda club is to act as hostess to the clubs of District No. 1 of the California League, comprising the following clubs: Alameda, Berkeley, Berkeley Juniors, Hayward, Livermore, Oakland, Oakland Juniors, Pittsburgh-Antioch, Richmond, San Francisco, and San Leandro. The conference is to be held in the attractive Alameda Hotel, which has been the scene of many of our League's gatherings, on Saturday, August 20, and Sunday, August 21. Saturday evening there will be an informal banquet the price will be one dollar per plate. Sunday morning, from 9:30 to 12:30, occupational round tables will be the center of interest of all attending the conference. The featured speaker at Sunday's luncheon will be our California League President, Maude E. Empey, who has just returned from the national executive board meeting in Milwaukee, the main subject of her address will be the advisability of the amalgamation of the California Federation of BPWC with our organization, the California League. This question is of vital interest to the entire membership and it is sincerely hoped that everyone will avail themselves of this opportunity to hear the facts concerning the subject. The price of the luncheon is 65 cents per plate. Reservations for the Saturday informal banquet and Sunday luncheon may be made with our executive secretary, Mrs. Shoorry, or with Mrs. Mabel Dye, 2308 San Jose Ave., Alameda,

CALENDAR FOR AUGUST, 1932

As so many are vacationing a meeting has not yet been scheduled for August 4

LUNCHEON

Thursday, August 11th at 12:15 — 60 cts per plate

BUSINESS MEETING

DINNER

Thursday, August 18th, at 6:15 — 75 cts per plate

This event is to be given at
MARY DOWD REARDON'S
31st Street and Telegraph Ave.

The July and August groups honor the July and August birthdays

Games and cards following dinner
Reservations for this dinner must be in by Wednesday evening (August 17th) without fail

CONFERENCE OF DISTRICT NO. 1 of the Calif.
League of BPWC

Hotel Alameda — Alameda, Calif.
Saturday evening, August 20th — \$1.00 per plate

INFORMAL BANQUET
Sunday, August 21st — 9:30 - 12:30

OCCUPATIONAL ROUNDTABLES
CONFERENCE LUNCHEON — 65 cents per plate
Speaker—Mrs. Maude Empey, president of Calif.
League of BPWC

Registration Fee for entire Conference — 25 cents

DINNER
Thursday, August 25th at 6:15 — 75 cents per plate
A SURPRISE speaker

BUSINESS WOMENS HERALD

*Official Publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.*

Bird M. Wilson.....Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the
interests of the
Business and Professional
Women's Club
Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

Pres.....Dr. Luella Stone Swauger
Vice-Pres.....Esther S. Goodwin
Secretary.....Matilda Wigger
Cor. Secty.....Anna Lignell
Auditor.....Amy Kirkendall
Treasurer.....Elsie G. Rae

DIRECTORS

Mary J. Johnson
Emilie J. Edmonds
Marion Dougherty
Georgia Maiden
Elsie O. Stoltz
Jessie D. Scott
Mrs. Sarah J. Shooley
Executive Secretary
1608 Webster St.....HO. 6642

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy

JUNIOR SECTION

Catherine Molinari.....President
Ann Clevenger.....Advisor
Matilda Wigger.....Advisor

DIST. No. 1 CONFERENCE

(Continued from page 1)

telephone ALameda 3162W. Re-
gistration fee for the entire
conference is extremely low, it
is but 25 cents. This meeting of
District No. 1 will give every-
one the opportunity to become
better acquainted with their
club sisters and club neighbors.
Let our attendance aim for this
conference be 100%, both for the
Seniors and the Juniors.

STANDING COMMITTEES FOR 1932

The following list of commit-
tees completes the partial list
given in last month's Herald:

Service Club Council—Pauline
Otis, Carrie Hall.
Birthdays—Delena Randall.
Group Captain—Meta Mohr.
Parliamentarian—Maud Gram-
ham.
Civic & Legislative — Helen
Artieda.
Revisions—Faye Otis Buckley.
Contact—Catherine Heineman
Ella Saylor Brooks.
Sunshine—Alice Osborne.

JUNIORS AS EDITORS

Each year during the month of August the Juniors are given the privilege of editing the HERALD, this is the fifth year that we have turned our efforts to journalism. The Juniors hope that you find this issue of interest, if so, then our endeavors have been rewarded.

It may possibly be that some of the Senior members are not fully informed as to the part the Juniors play in club life, so for their benefit may we say that the Juniors are a growing organization of the younger business women. The club became a reality in April, 1923, under the guidance of Mrs. Gladys H. Barndollar, who was then president of the Senior club. Since then the club has been active in local, state, and national club affairs.

Under the leadership of the Junior president, Miss Catherine Molinari, the young women are working toward a common goal: Better Business Women for a Better Business World.

Membership in the group is limited to girls between the ages of 20 and 30 years. Anyone desiring to propose a girl for membership may communicate with our Membership Committee Chairman, Miss Elvera Ham.

All branches of the Business and Professional Women's Club should be fully understood and with that in mind the Juniors extend to the Seniors a most cordial invitation to attend their meetings.

Until we meet again, editorially, next August, 1933, may we say that we hope for a closer and closer contact between the Seniors and the Juniors.

THE JUNIORS.

ROUNDTABLE HIGHLIGHTS

At the recent Western Regional Conference, in Berkeley, the roundtables were of paramount interest, the greatest percent of the speakers were members of our National Federation. Knowing that many of our members found it impossible to attend all the meetings we are giving some of the many highlights of the roundtables.

"Most people refer to their life insurance as something which they 'carry'. Such an attitude is unfortunate for them, as they will clearly see when they take their insurance off their backs, for which it was never intended, and put it into their hearts and heads, — and budgets, — where it belongs." so stated Alice McAndrews, of the Reno, Nevada, club, during the Insurance Roundtable.

At the International Relations round table Dr. Florence May Morse, former president of the California league, said: "International peace will come about because of international understanding and the settlement of international problems. If we are going to get along with our neighbors we must know them. We must be sym-

pathetic. One way of knowing your neighbor is to visit him and the Good Will Tours make it possible to know our sisters of other countries better, and understand their problems."

Ruth Comfort Mitchell Young, the leader for the International Relations Round Table, said: "was my great joy last year do a lot of flying in Europe, a looking down from the air you couldn't tell where France lay off and where Germany began. That is what we must do, go above these lines of nationalities and then they will fade out of our consciousness."

During the magazine roundtable, Miss Helen Haver, Publicity Director of the International Federation, urged the members read every advertisement in the "Independent Woman" and fill in all coupons and send them to the adviser to be conscientious supporters of our National magazine. Miss Haver further stated that one of the finest pieces of publicity the organization has had was an article that appeared in the "Good Housekeeping" several years ago and another outstanding publicity feature.

(Continued on page 3, col. 2)

AMONG OURSELVES

Many of our members have been fortunate in enjoying delightful vacations away from the hustle of the business world.

Meta Mohr spent her July vacation in the vicinity of the Feather River and the Redwood Highway.

Anna Lignell, accompanied by her aunt, spent a week at Clear Lake.

A week at Mineral King, near Grant National Park, was enjoyed by Mrs. Haines.

Two weeks at the Los Angeles beaches are being spent by Lydia White.

Puget Sound and Seattle was the scene of Maud Mitchell's vacation.

Bird Wilson reports a glorious trip to Vancouver; after spending a few days in Oakland she left for a 10 days trip to Pluma and Lassen Counties, where she says she is just going to "loaf" in the high mountains.

The July edition of the Herald went to press before a report could be given concerning the splendid dinner program given on June 30. The speaker for the evening was J. E. Doyle, radio editor of the Post-Enquirer, who had as his subject the human side of celebrities and news men. Mr. Doyle's keen knowledge of the subject and his unflinching good humor resulted in his talk being accepted with delight by those present.

And wasn't it a lovely surprise to have Mary Belle Guber attend the July 14 luncheon. Mrs. Guber, who is one of our past presidents and whose able work as general chairman of the 1927 National Convention will long be remembered, was a town on business, from her home in Palo Alto.

Ora Egan is starting the latest thing in business attire. Yes, cotton dresses are the thing.

A delightful week-end trip was enjoyed by Dr. McGilvery, Daisy Vose, and Alice and Rhoe Irwin at the Doctor's cottage at Clear Lake.

Mary Campbell is spending sometime visiting friends in Les.

Mary Barmby is to vacation August but as yet has made definite plans for it.

Alice Moore is enjoying the cypress trees, the white sand

dunes, and lovely sea air at Asilomar until August 15.

Ella Saylor Brooks and Mabel Saylor Davidson are vacationing in the mining country in the vicinity of La Porte.

Gardening at her Berkeley home will occupy the vacation period that Helen Ingham is to enjoy in August.

Carrie Kennedy enjoyed a several days holiday during the latter part of July.

A restful vacation at home was enjoyed by Margaret Chalmers. Susanne Chalmers has, as yet, made no plans for her vacation.

We are sorry to report that Mrs. Frank B. Tupper has been quite ill, but are happy to know that she is improving.

We would like to learn just what sort of a pull a certain doctor in the club has, that she is able to speed through a well-known town at the rate of 30 per and simply smile her way out of a tag when a traffic cop called a halt to her law breaking. A feminine smile does work wonders!

ROUNDTABLE HIGHLIGHTS

(Continued from page 2)

was the broadcast of a series of 73 programs through the great Schenectady, N. Y. radio station by the club of that city.

And heard during the Education Round Table was this thought: "More thinking — and action after thinking".

"We must believe in women, if we want others to do so," said Gladys C. Nielsen, of Provo, Utah, during the Public Relations roundtable.

During the Publicity Roundtable the guest speakers, Mrs. Anne Ryan Rood, club editor of the Oakland Tribune, and Miss Lillian B. Connolly, the San Francisco Chronicle's club editor, advised the members not to judge too harshly in their criticism of space allowed for their individual club publicity in the press, as general conditions have struck a blow at the newspapers and the space allowance for their department has been cut down in proportion. We were urged to bear in mind that it is not the number of inches of publicity that sets its value, as the position given it in the paper.

ROSTER CHANGES

Bring your club roster up to date and make the following address changes:

MISS LUCY F. FOSTER

1441 1st Ave., Phone GL. 6590
Oakland

MRS. MAY LACEY CROWDER

702 E. 22nd Street
Oakland

And we greet a new member who was accepted last month, add her name and address to your roster:

MISS PHYLLIS FORD

Teacher of Dance and Drama
128 13th Street

Did you go to the club picnic, July 21? No? Well, you certainly missed a very enjoyable evening. Forty of the members took advantage of the informal meeting and gathered at the Canoe House in Lakeside Park for a delicious picnic supper, following which Dr. Swauger cordially invited everyone to her home, so all would be warm during the program so ably carried out by Blanche Stedman. Hermine Kruger and her championship athletic team, the Amazons, look to be Olympic Games material for sure.

ATTENTION

We repeat the following announcement that appeared in the July Herald: the office hours of our Secretary at the club rooms are from 12:30 to 4:30 P. M., except on Saturdays. Anyone desiring to get in touch with her in the mornings or evenings phone Mrs. Shoolery at her home, TR. 4885.

FULL CIRCLE

When someone stops buying
Someone stops selling,
When someone stops selling
Someone stops making,
When someone stops making
Someone stops working
When someone stops working
Someone stops earning,
When someone stops earning
They HAVE to stop buying.
— "Hobo"

Dr. Florence Morse, our state president for the past two years is expected to be with us sometime during the month of August to hold a roundtable on economics. The date is to be announced later.

JUNIOR JOTTINGS

Tuesday, August 2. Business meeting of real importance.

Tuesday, August 16. Social meeting for which plans are as yet incomplete, but it is sure to be a program of real interest.

Due to the fact that the Herald goes to press too late it is impossible to make a report on our Sport Dance given July 29. But it no doubt proved to be as big a success as the many previous dances our club has been hostess to. If the cooperation of the members is assured it is just possible that we will find it profitable to give a series of dances during the fall and winter months. Any Senior or Junior having friends who would care to be on the Junior Dance Permanent Mailing List may send in the names and addresses and notices will be mailed them.

Wedding bells are to ring out this month for Bonnie Ballantyne and William W. Denton. We extend our sincerest wishes for a life time of happiness.

Habel Bonnelykke has been spending her vacation days in Seattle and having a glorious time.

Kathleen Bugler plans to spend her holidays in Southern California she will go down by boat.

As we write this Elvera Ham is having a grand time at Strawberry Lake, her only regret at being away is that she is to miss the Sport Dance.

Eleanor Breen has been enjoying a vacation at Clear Lake and Rio Nido.

Marina Ham's vacation plans are tentative and will probably include a trip to Los Angeles.

Bettye Sukk will enjoy the beautiful country at Lake Tahoe and will stop at Zephyr Cove, on the Nevada side of the Lake.

Helen Silveira has been vacationing at Yosemite, as has Miriam Schwantes and Agnes Murray.

Petaluma and the Russian River were the scenes of Dollie Soberanos' vacation.

Norma Buzzalino has as yet made no definite plans for her vacation, which she is to take this month.

Alice Pilione is to spend the first week of her vacation at home and during the second week she and Josephine Damascino are planning a motor trip.

Catherine Molinari is planning a trip to Ogden and Salt Lake City during two weeks in September.

On Saturday, July 23, Catherine Molinari, Marina Ham, and Kathleen Bugler attended the very lovely drama tea given by the Berkeley Juniors in their club rooms in the Berkeley Women's City Club. The feature of the tea was the reading of G. K. Kaufman's "Of Thee I Sing".

Remember the Conference of District 1 of the State League will be held on August 20 and 21 in Alameda. Read details elsewhere in this issue.

Harriet Bakewell has been appointed Magazine Chairman for District No. 1 of the California League and will assist the state chairman Mrs. Helen Kingsbury of Richmond.

Priscilla Alden had one grand time at Hoberg's in Lake County swimming, horseback riding, and dancing.

Luella Craig enjoyed a trip to Portland and way points.

Mary Zanardi expects to spend a short time in Santa Cruz.

Genevieve Tocchini spent a grand vacation with friends up the Redwood Highway. She recently enjoyed a week-end in the Santa Cruz Mountains with Eva and Virginia Chiesa.

Upon consulting the program on the front page you will note that the dinner on August 18 will be given at Mary Dowd Reardon's on Telegraph Ave. at 31st Street. This event should prove quite a novelty and with the July and August groups responsible for the program a gay time may be expected. Incidentally this is the first of a series of affairs to be given to start raising money for the state and national dues, so it is hoped that an unusually large number will attend. Invite your friends and let's make it a real birthday party for the July and August birthdays. Bear in mind that all reservations for this dinner must be in not later than Wednesday, Aug. 17, with Mrs. Shoolery.

You will find it well worth your while to have the date of August 25th, for the program is to be one of great surprise and interest.

EAST BAY SCHOOL OF BEAUTY CULTURE

in

Room 218 Stewart Bldg.
532 Sixteenth Street Oakland, Calif.
Telephone HOlliday 5183

Free Marcelling and Haircutting

Free Electro Dye Clinic Thurs. morning

QUALITY FOR LESS

Business Cards.....	1000	\$1.50
Envelopes.....	"	\$2.95
Letterheads.....	"	\$3.50

Mack Printing Co.

OLmpic 5074 178 Glen Ave.
NOT PRICE CUTTING
JUST PRICE ADJUSTING

ORA EGAN

LINOTYPING

Publications *Printing*

Only woman owning and operating Linotype in Alameda Co.

408 12th St. Tel. TE. 2575

Colonial Cafeteria

Phone Lakeside 1806
Franklin at Fifteenth
Oakland, California

The OAKLAND
pioneer Columbarium
of the East Bay, rising
in majestic dignity
UPON THE HEIGHTS

OAKLAND
CREMATORIUM
COLUMBARIUM

Management
Norton J. and Teresina B. Morgan

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, September 1, 1932

Number Twenty-six

CALENDAR FOR SEPTEMBER, 1932

LUNCHEON

Thursday, September 8th, 12:15 P. M. 50c per plate.
Club Reports Community Singing
Important Discussion as to Place of Future Meetings.
Every Member is Needed.

DINNER

Thursday, September 15th, 6:15 P. M. 75c per plate.
Speaker: MR. E. G. McCANN,
Manager Personnel Department, P. G. & E.
Subject: "Man Power in Industry".
Music: Members of the cast of "Chinese Opera",
presented by Bertha Weber.

PICNIC DE LUXE

Sunday, September 18th, 1 P. M. 75c per plate.
Where? At the Country Home of our members,
Dora B. Cooley and Nell Dockery, near Danville.
Under the Chestnut Trees.
What? A fine Chicken Dinner with all the other Good Things
just as we had at Bess Clow's.
Also, Games, Horse-Shoe Pitching, etc., or Just a-loafin'
in the Shade, if you like that best.
How to Go? See directions on inside page.

SEPTEMBER MORNS' ANNUAL

Saturday, September 24th, 8:30 P. M., 50c for Everything.
In the Garden Room of the Club House.
This Time a Midnight Follies (almost) instead of a Breakfast.
MUSICAL PROGRAM, Arranged and Directed by
FLORENCE DRAKE DeROY, a "September Morn" of
San Francisco B.P.W.C., and formerly our Choral Leader.
She presents:
THE CLIFFORD TRIO, William, Rita and Eileen, with
violin, cello and piano;
RHODIE IRWIN (our own), soprano;
BOB FURNAS, baritone;
HELEN BRENNAN, mezzo-soprano;
FLORENCE MILLER and EVELYN WHEELAN, in duets;
RITA and EILEEN CLIFFORD, in duets.
A WAFFLE SUPPER will be served from 10:30 to 11:30.
General Chairman, JOSEPHINE SWAN WHITE, assisted
by her able corps of September Morns.
Fun, Fellowship and Waffles, all for 50c.

Make Reservations with our Secretary, Mrs. Shoolery.
HO. 6642, for all affairs in September.

BUSINESS WOMENS HERALD

*Official Publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.*

Bird M. Wilson.....Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the
interests of the
Business and Professional
Women's Club
Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

Pres.....Dr. Luella Stone Swauger
Vice-Pres.....Esther S. Goodwin
Secretary.....Matilda Wigger
Cor. Secty.....Anna Lignell
Auditor.....Amy Kirkendall
Treasurer.....Elsie G. Rae

DIRECTORS

Mary J. Johnson
Emilie J. Edmonds
Marion Dougherty
Georgia Maiden
Elsie O. Stoltz
Jessie D. Scott
Mrs. Sarah J. Shoolery
Executive Secretary
1608 Webster St.....HO. 6642

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy

JUNIOR SECTION

Catherine Molinari.....President
Ann Clevenger.....Advisor
Matilda Wigger.....Advisor

THE PICNIC

How to get there: Go out
Tunnel Road to Walnut Creek.
Turn to the right in Walnut
Creek on Danville Road. Go
about 4 miles to Alamo, then
straight on until you see the
greenhouses and sign of Sunset
Nursery on left side of road.
The next place is the picnic.
Look for the ox yoke hanging
over the entrance. Drive in.

We are indeed favored by the
invitation to share this lovely
home.

Try to be there by one o'clock,
when dinner will be ready.

Those who can take others in
their cars please advise Mrs.
Shoolery.

Reservations must all be in on
Friday, so the proper amount of
food may be prepared. Every
club member invited. The P.O.'s
will act as committee of ar-
rangements, with Carrie P.
Kennedy directing.

HOW ABOUT AMALGAMATING?

At the conference held by District No. 1 of our California
League of B.P.W.C. in Alameda on August 20th, the after-
noon meeting was given over to the discussion of the pro-
ject of amalgamation of the two organizations in this state
of business and professional women. Mabel B. Dye, of Ala-
meda, is Chairman of District No. 1, and arranged a very
interesting Conference as a whole, while the Alameda Club
of B. P. W. left nothing undone as hostesses.

This district comprises the clubs of Alameda, Berkeley,
Berkeley Juniors, Hayward, Livermore, Oakland, Oakland
Juniors, Richmond, San Francisco and San Leandro. Repre-
sentatives from other districts were in attendance, and all
presidents, past and present, of our State League.

A banquet on Saturday evening was a festive occasion,
many clubs presenting very clever stunts. Round tables
held the interest of the members on Sunday morning.

After luncheon the chair was turned over to Bird M. Wilson
of our Oakland club, who outlined the resolution passed by
the State League at its California Federation of B.P.W.C.,
The salient features of the proposed amalgamation are:

Both organizations to merge and be affiliated with the
National Federation.

The name of such merged organization to be California
Federation of B.P.W.C.

The present president of California Federation to be the
president of merged organization until next election (prob-
ably next May).

The present president of California League (our Mrs.
Maude Empey) to be 1st Vice Pres. until next election.

Other officers to be equally divided between the two
organizations.

As you know, in 1921 the California Federation withdrew
from the National. Oakland remained, and other bay district
clubs did the same. In 1927 the California League was
formed of the clubs affiliated with the National, when we
entertained the National convention in Oakland.

To-day the League has 43 clubs, with about 2500 members.

If we merge, California will have 73 clubs, with about 7500
members, giving to California one of the largest representa-
tions in the United States.

What an opportunity for service for organized California
business women!

Committees from both organizations met during the past
few months, with the League president, Maude Empey, a
member, and the proposed amalgamation resolution is the
result. It will be voted on by the California Federation
(the non-Nationally affiliated body) at its convention Sept.
9th and 10th in Yosemite, and if passed by that body will
be sent to the individual clubs for ratification. It has already
been approved by the League, and will be acted upon by the
individual clubs composing it before November 15th. If
approved by both organizations, the merger to become
effective January 1, 1933.

The consensus of opinion expressed by representatives
from each club in our district, by our past presidents, and
by club members from other districts, was that as we are
all women with the same ideals and purposes, we should
be united; that whatever differences we may have should
be put away, and we should join hands and work happily
together for the betterment of women, and for the better
ment of the community in which we live, for the nation, and
for the world.

THE WIND IS IN THE PINES

Softest sounds with slumber blend,
Moonbeams stray in boughs that bend,
When the wind is in the pines.

Rest! how that word comes fitting in,
When the wind is in the pines.
God's blessing sure our hearts can win,
When the wind is in the pines.

Let not care its shadow cast,
Troubled thought not long can last,
When the wind is in the pines.

Dreaming on in deep content,
Knowing well the storm is spent,
When the wind is in the pines.

And dreaming—'tis securest rest;
All that comes to you is best,
When the wind is in the pines.

Emma D. Knutz.

AMONG OURSELVES

The September Programs bring us a fine balance of the thoughtful, the artistic, and recreational. Mr. McGann is an expert in his subject and sought by all clubs.

The "Chinese Opera" will be an outstanding feature this fall and we are privileged to hear some of it. The picnic will indeed be a day of play and enjoyment and the September Sports Annual, no one ever wants to miss, with its program of beauty and fun.

It must be that some of our members are to be the season's new Movie Stars, so many are heading away to Southern California.

Josephine McClenegan is the best.

Wasn't it homey at the last meeting to have our own members acting as hostesses, and serving our dinner?

And didn't we have an interesting speaker in Dr. Towne of Glendale? Certainly gave us an insight into another phase of life, and set us thinking. Through the generosity of our President we were able to have his treat.

And how we appreciated the "Mad songs" by Mr. Walter Zimmerman.

Everyone is talking of the jolly time at the dinner at Mary Dowd Reardon's. Too bad there weren't more prizes for Mr. Davidson to win.

LET BRIDGE PASS

Indian (explaining accident)
—Drive out big car. Buy gas. Buy moonshine. Fill up on both. Step on gas. Trees and fences go heap fast. See big bridge coming down road. Turn out to let bridge pass. Bang! Here I am."

APPRECIATION

Again we are indebted to the Juniors for their splendid assistance in taking charge of the August Herald. It was perfectly done. The Editor adds her personal thanks to those of the club.

WANT TO GO?

District No. 2 of the League, with Florence Stahl of San Jose, as chairman, will be held September 17 and 18 at Happy Valley Resort, 3 miles from Santa Cruz. Swimming, boating, golf, hiking, and a peppy performance of B.P.W.C.

District No. 5, with May Pettingill, of Eureka, as chairman, will be held September 24 and 25, at Northwood, on Russian River. All the Santa Rosa girls will be there, and others from the north.

DON'T FORGET

That members wishing to cancel reservations for meetings must do so by Wednesday evening for luncheons, and by Thursday noon for dinners, or else we will be compelled to charge for the reservation, as the food is purchased and held.

Suzanne Chalmers just wouldn't take a rest, so Fate stepped in and gave her a fall which compels her to stay in bed 8 weeks for the fractured hip to heal. Glad to report she is coming on nicely at Peralta Hospital. There's a phone by her bed, so if you can't find time to call, just phone.

Mrs. Austin has been quite ill, but is now recovering. While we don't see Mrs. Austin as much at the club as we'd like, she is much beloved as one of our earliest members.

Mrs. Haines spends most of her time in a hospital when at work, and evidently doesn't get enough of it, for she managed to get some fractured ribs which sent her there to stay for quite awhile. But happily she, too, is almost recovered.

How many of you attended Oakland's Open House last week? Weren't you proud of all the departments? And don't you realize now what an important city Oakland is, and what a marvelous future it has, and how well it is being managed now, and how many things are being done that we never dreamed of, and, and . . . Well, we believe in Oakland, that's all!

INTERNATIONAL B.P.W.C.

Let us watch for the News Reel of scenes at the meeting in Paris of our International organization. Women from other countries are coming in each year, this year Argentina and other South American countries being represented, and next year Russia will attend. So far we have Argentina, Austria, Belgium, Canada, Czechoslovakia, Great Britain, Finland, France, Germany, Holland, Hungary, Italy, Norway, Poland, Roumania, Sweden, Switzerland, and our own United States.

JUNIOR JOTTINGS

Tuesday, Sept. 6. Business meeting with Alice Pilione, our vice president, presiding. Make every effort to attend.

Friday, Sept. 16. Sport Dance. Yes, our last dance was so successful that plans have been completed for another such affair. Your president earnestly requests that you attend and that you extend a most cordial invitation to your many friends to attend the dance. Bids are not required and admission is 50 cents per person.

Tuesday, Sept. 20. Social meeting with prospective members as our guests.

During the first two weeks of September our president, Catherine Molinari, will be having one glorious vacation. Her trip will include visits to Salt Lake City, Yellowstone National Park, Seattle, and Portland.

Elvera and Marina Ham are to journey to Los Angeles in their car for one week.

Frances Kofoed and Edith Christensen enjoyed the second week of their vacations at Silver Lake and had a marvellous time.

Those attending the last social received a very happy surprise when Alice Pilione arrived wearing a beautiful diamond on the right finger of her left hand. The lucky man is Eugene T. Nebiolo of this city. Sincere good wishes are extended by the club, to Alice and Mr. Nebiolo.

Saturday evening, August 20, Bonnie Ballantyne became the bride of William Wortham Denton at a beautiful home ceremony. Bonnie and her husband are to establish their own home in Mt. Eden. When Bonnie is in town we hope that she will not forget to drop in and say "hello".

Have you written to your Pal recently?

Publicity Chairman,
Harriet Bakewell,

We have missed June Swift from the club meetings of late, but she has been among the vacationers.

Lucy Hitch found San Diego and Los Angeles a pleasant region for her vacation.

Mrs. Havlin and her mother are spending this week in Los Angeles.

IN SYMPATHY

To Hermine Kruger our most heartfelt sympathy is extended in the loss of her dear mother. Many of us have happy memories of her youthful spirit and lovely soprano voice that the many years could not mar. Grief must be softened by the knowledge that life was fully and richly lived, and that love surrounded her alway.

CORRECTION

In last month's Herald the name given as Miss Locy F. Foster, 1441 1st Ave., GL. 6590, should have been Miss Lucy F. Hitch. Please correct your Roster accordingly.
* * *

LESSON IN PUNCTUATION

Would he love me? (Question mark)

Ah, sweet bliss! I saw the spark
Alighting in his eye for me!!!
Exclamation points of three!!!

For days my heart with joy was
swollen;

Ah, happy little semicolon;
Then one day I shyly bid
Him place a small round period
To signify a happy end.

Your sympathetic ear now lend.
For in a manner almost rash
Ie decided on a dash—

—Marion Koppell

COPS DO AN ASSIST

C. A. Weister, Canton, Ohio, is again the possessor of his Chevrolet coupe which was stolen a week ago through the efforts of the well-trained, eagle-eyed police department of Wellsville.

Wellsville (Ohio) paper.

Claudine Detoys spent some delightful days at Yosemite while on vacation.

Olive Cathcart adventured northward as far as Portland by steamer.

Faye Otis Buckley and Homer motored all through the northern states, and missed none of the high mountain peaks.

EAST BAY SCHOOL OF BEAUTY CULTURE

in

Room 218 Stewart Bldg.

532 Sixteenth Street - Oakland, Calif.

Telephone HOLLiday 5183

Free Marcelling and Haircutting

Free Electro Dye Clinic Thurs. morning

QUALITY FOR LESS

Business Cards.....	1000	\$1.50
Envelopes.....	"	\$2.95
Letterheads.....	"	\$3.50

Mack Printing Co.

OLmpic 5074 178 Glen Ave

NOT PRICE CUTTING

JUST PRICE ADJUSTING

ORA EGAN

LINOTYPING

Publications *Printing*

Only woman owning and operating Linotype in Alameda Co.

408 12th St. Tel. TE. 2575

Colonial Cafeteria

Phone LAKeside 1806

Franklin at Fifteenth

Oakland, California

The OAKLAND
pioneer Columbarium
of the East Bay, rising
in majestic dignity
UPON THE HEIGHTS

OAKLAND
CREMATORIUM
COLUMBARIUM

Management
Norton J. and Teresina B. Morgan

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, October 1, 1932

Number Twenty-seven

CALENDAR FOR OCTOBER, 1932 LUNCHEON

Thursday, October 6th, 12:15 P. M. 50c.

Business Meeting.

Vote on Action of California League of B. P. W. C. Recommending

Amalgamation with California Federation of B. P. W. C.

10 Minute Talk on Proposition No. 3 on our Ballot.

Speaker: MR. T. R. EWART, Manager of the East Bay Division of the
Home Value Protective League.

INFORMAL SOCIAL

Thursday, October 13th, 8 P. M. — 25c.

Cards — Social — Refreshments — Prizes

Carrie P. Kennedy, Hostess.

DINNER

Thursday, October 20th, 8 P. M. — 75c.

Speaker: DR. HERMAN de FREMERY,

Consulting Psychologist, of San Francisco.

Subject: "Clinical Psychology, Its Problems and Methods."

The speaker will tell us of the latest discoveries of Universities and
Industrial Laboratories, and will answer questions at the close of his
address.

Music: By the Victorian Trio.

BOOK REVIEW

Thursday, October 27th, 8 P. M. No charge.

In the Club Quarters in the Lounge.

Program by Club Members and Club Husbands.

MR. NORTON J. MORGAN will review some late books.

MR. HOMER J. BUCKLEY will tell us interesting facts concerning our city.

MRS. LAURA PINKSTON will narrate Current Events.

Guests may be invited.

CARNIVAL OF NATIONS

Friday, November 4, 11 A. M. to 11 P. M. Hotel Oakland.

See Announcement in Inside Page.

Make Reservations for meals with Mrs. Shoolery, HO. 6642.

BUSINESS WOMENS HERALD

Official Publication of the
**BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.**

Bird M. Wilson.....Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the
interests of the
Business and Professional
Women's Club

Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

Pres.....Dr. Luella Stone Swauger
Vice-Pres.....Esther S. Goodwin
Secretary.....Matilda Wigger
Cor. Secty.....Anna Lignell
Auditor.....Amy Kirkendall
Treasurer.....Elsie G. Rae

DIRECTORS

Mary J. Johnson
Emilie J. Edmonds
Marion Dougherty
Georgia Malden
Elsie O. Stoltz
Jessie D. Scott
Mrs. Sarah J. Shoolery
Executive Secretary
1608 Webster St.....HO. 6642

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy

JUNIOR SECTION

Catherine Molinari.....President
Ann Clevenger.....Advisor
Matilda Wigger.....Advisor

AN INVITATION

The Northern District of
B.P.W.C. (the other state or-
ganization) will hold a regional
meeting on the 8th and 9th of
October at Lokoya Lodge in
Napa County, with the Napa
Club as the hostess.

A rate of \$3.50 for entire
week end will be given if 100
persons attend. This includes
dinner on Saturday, breakfast
and luncheon Sunday and sleep-
ing accommodations Saturday
night. For Sunday luncheon
only, \$1.25.

This is a beautiful resort, 9
miles from Napa, with swim-
ming, tennis, croquet, golf, etc.

Further, it will be a fine op-
portunity to become acquainted
with our sister members who
have voted to amalgamate with
us in the National. Let's go.
Let Mrs. Shooler know in time.

LEAF BURNING

I swept the fallen leaves up yesterday
And touched them with slow fire;
And as I saw smoke rise and drift away
I knew a keen desire,

To sweep my mind of old things lying there,
Dreams long since dead . . .
Hopes that have clung on boughs now bare,
And tears that I have shed.

I longed to gather every little grief
Left scattered around,
Small doubts and fears, and lay them in a sheaf
On fire, smoke-crowned;

Then stir the embers so a laughing wind
Might lift the ashes of old praise or blame
And bear them far away, leaving my mind
Clean, as if swept by flame.

Virginia Eaton
(Good Housekeeping)

A CARNIVAL OF NATIONS.

That's just what we're going to have, on Friday,
November 4th, in the Ivory Ball-room and Lounge of
Hotel Oakland, all day and evening.

A proclamation by Mayor Morcom commending
to our citizens the idea of devoting the day to inter-
national relations, getting better acquainted with our
own foreign-born citizens, learning of their home-
lands and giving them a warmer welcome to ours; fill-
ing our minds with thoughts of good will and fellow-
ship to all races.

Noted speakers, giving us messages of enlightenment
on world situations.

A pageant, in which representatives of all nations
will portray in native costumes their folk dances and
songs.

A street bazaar, at which the handicraft of the
various nations will be displayed, as well as works of
art.

All this, and more, without cost of a penny's admis-
sion fee, is being arranged by the International Relations
Committees of our club and the Soroptomist Club of
Oakland, assisted by Miss Mary E. Baker, of the Inter-
national Institute.

We are announcing it in this issue of the Herald, and
it comes so early in November that we want you to
be planning for it in good time, and be sure to keep
the date free. Invite all your friends. Let's make it
a civic affair, a contribution by our club co-operating
with that fine body of business and professional women
in the Soroptomist Club, to the people of our city, and
a thoughtful, yet happy, observance of our desire to be
at one with all peoples, in that longed-for consumma-
tion of World Peace.

AMONG OURSELVES

Our Peter (Maude Petersen), had a real vacation recently, the first in a long, long time, and visited Mrs. Patigan in Seattle. She reports her as fine a personal hostess as she was a club hostess.

Hermine Kruger with her sister and nephew, spent a restful week in Carmel this last month.

Suzanne Chalmers has been permitted to go home, and is now taking a few steps after so many weeks in bed. May she soon be able to come to the club.

Our speaker at the dinner meeting on the 20th, Dr. de Fremery, was a guest speaker at the San Francisco League of B.P.W.C., and so much enjoyed that our Program Chairman feels especially happy in having secured his consent to come to us.

We have had Applied Psychology in all its phases, and it is quite time we were having scientific Psychology from the standpoint of the consulting psychologist.

Dr. DeFremery is willing to answer questions at the close of his address, and we should be able to learn much from him. It is a privilege to have a busy, scientific man give us of his time and learning.

Wasn't the picnic lovely. A large number attended, and no one wanted to leave. It was hard to tell which was most attractive, to sit under the chestnut trees, to wander about the place inspecting trees and flowers, the swinging bridge over the creek, to sample the graves from the 100-year old vine, to loaf in the sunshine on the commodious benches, to try one's skill at archery and horseshoe pitching, or to visit with our hostesses. Truly we have been favored this summer in sharing the beautiful country homes of our members at the two enjoyable picnics. We shall be looking forward to more of them next summer.

REMEMBER—That members wishing to cancel reservations for meetings must do so by Wednesday evening for luncheons, and by Thursday noon for dinners, or we will be compelled to charge them for the reservation, as the food is purchased and held.

Won't it be fine to have another Book Review?

And isn't it a splendid thing to have some of our "club husbands" share their talent with us, instead of just being silent attendants at our meetings?

After hearing Laura Pinkston's inimitable touch to Current Events you will never think of it as a dull subject again.

Indeed, it is certain to be a "red-letter" evening. Bring any friends you think would enjoy it.

Our good member, Margaret Austin, is responsible for our speaker at the luncheon meeting, on Proposition No. 3 on our ballot. She knows that all business women need information on everything affecting property interests.

And could anything be nicer than another informal in our club rooms, with Carrie Kennedy as hostess? Remember the date, Oct. 13th. No hoodoo in that date, but a happy time.

Mrs. Bela Sias has for three years made the very sweetest contribution to September Morn affairs. You'll all agree who tasted the maple syrup.

OCTOBER

October fields are proud fields,

They filled the barn and bin;

October fields are gay fields,

Their harvest gathered in.

Then why should Age forget to sing?

October richer is than Spring.

October trees are fair trees,

Their ripened fruitage won;

October trees are glad trees,

Their labor nearly done.

And why should Age lack cause for cheer?

October crowns the joyous year.

L. Mitchell Thornton

Again the September Morns have given us a happy time to remember. The Garden Room was filled to overflowing to enjoy the delightful program arranged by Florence Drake LeRoy. Each member differed from the other in type of voice and character of songs, but all were charming. And the instrumental trio, talented young members of one family, gave a uniquely happy feature. Our grand piano has been moved to the Garden Room, and added much to the musical completeness.

The surprise skit presented by Mr. Eric Sater, of the Action Sign Co., and "September Morn Baby Fred Otis", was most hilariously received.

Then came the delicious hot supper, served by the September Morns.

Mrs. White wishes to express through the Herald her sincere thanks to each and every one of her committee for their generous assistance. The committee was composed of the following: Sue Bradley, Marie Graves, Jennie M. Hammond, Karen Johnson, Mary Johnson, Alice Kirkland, Hermine Kruger, Rhobie Irwin, Josephine McClenegan, Helen Power, Ottalie Porter, Jeannette Saunders, Jessie Scott, and Bess Whitaker.

The evening closed at midnight with the re-dedication of the beautiful silk flag presented by the September Morns, now fully paid for.

IN SYMPATHY

Our hearts are filled with sympathy for our dear member, Hazel Steen, in the loss of her mother early in the month. May she be supported by our loving thoughts.

IN SORROW

Seldom do we have occasion to mourn the loss of one of our members, but one has recently passed from our midst, Catherine Brown, who had been ill for some months, and missed from our meetings. To her mother, Mrs. Catharine Walton, we express our deepest sympathy, and may she be helped by knowing that we share her sorrow.

JUNIOR JOTTINGS

Tuesday, Oct. 4. Business meeting. Plan to attend.

Tuesday, Oct. 18. Social meeting, as yet no definite plans have been completed, but with Bettye Sukk as our new social chairman we may look for some thing very interesting and entertaining.

The September social was a huge success, a great number of the girls attended the Weinie Roast at Live Oak Park, Berkeley, and had a grand time playing games.

And have you heard the news? It is most interesting and exciting and came as a real surprise — since August 30 Josephine Damaschino has been the happy bride of Angelo del Tredicci, of this city. Our every good wish is extended to Josephine and her husband. We hope the duties of housewife will not prevent "Jo" from coming down to club often.

Two of our former members have received visits from that long legged bird, the stork, in the last six weeks. Mr. and Mrs. John Campbell (Thanet Mellick) are the proud parents of a baby girl, Barbara, Ann, born in Los Angeles on August 24. Thanet was president of the club three years ago and since her marriage has been living in the south. Mr. and Mrs. O. H. Friz (Carolyne Beadle) are happy over the arrival of a daughter, Georgia Luise, born on Sept. 12. Congratulations to the happy parents.

Our president, Catherine Molinari, is back from her vacation trip and reports a wonderful time at Salt Lake City, Yellowstone, and Seattle.

Harriet Bakewell,
Publicity Chairman

Club Waiter: "There is a lady outside who says that her husband promised to be home early to-night."

All (rising: "Excuse me, gentlemen".

NOTICE

The special meeting held at the Women's City Club was attended by a large number of club members, and after a full presentation of the report of the committee as to club quarters and places to meet, the desire seemed to be very strongly in favor of remaining where we are. Arrangements have therefore been made to retain the club office and lounge, which will be open every day but Saturday and Sunday, from 12:40 to 4:30, and on certain evenings when desired, notice of which will appear in the Herald. Two regular meetings a month, a luncheon and dinner, will be held in the Garden Room; and more if desired. The Juniors will share our quarters.

Get into the habit of dropping in at the club quarters. Mrs. Shoolery will give you a cordial welcome. It's a restful place, and there are some new books in the Library.

AMALGAMATION

At the meeting of the California Federation in Yosemite on Sept. 9th and 10th, the motion for that organization to amalgamate with ours and become Nationally affiliated was carried unanimously, we learn. That's fine, and opens the way for a gloriously large body of business women, united by common interests, to become one of the most powerful influences in our respective communities, and in the nation — yes, among all nations. Now may we hold ourselves firmly to the endeavor to wield that power intelligently, for the greatest good.

The individual clubs in the two organizations must now ratify the action of the larger body, that it may become effective by January 1, 1933. A number have already acted favorably. It is our turn on Oct. 6th. Come, and add your vote.

NEW MEMBER

Add to your Roster the following:

Miss Lura F. Heilman,
Club Manager
W.W.C.A. Blue Triangle Club,
2332 Harrison St.
GL. 9200.

EAST BAY SCHOOL OF BEAUTY CULTURE

in

Room 218 Stewart Bldg.
532 Sixteenth Street Oakland, Calif.
Telephone HOLLiday 5183

Free Marcelling and Haircutting

Free Enecto Dye Clinic Thurs. morning

QUALITY FOR LESS

Business Cards.....	1000	\$1.50
Envelopes.....	"	\$2.95
Letterheads.....	"	\$3.50

Mack Printing Co.

OLmpic 5074 178 Glen Ave.

NOT PRICE CUTTING
JUST PRICE ADJUSTING

ORA EGAN LINOTYPING

Publications Printing

Only woman owning and operating
Linotype in Alameda Co.

408 12th St. Tel. TE. 2575

Colonial Cafeteria

Phone Lakeside 1806
Franklin at Fifteenth
Oakland, California

The OAKLAND
pioneer Columbarium
of the East Bay, rising
in majestic dignity
UPON THE HEIGHTS

OAKLAND
CREMATORIUM
COLUMBARIUM

Management
Norton J. and Teresina B. Morgan

BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

ume Six

Oakland, California, November 1, 1932

Number Twenty-eight

CALENDAR FOR NOVEMBER, 1932 INFORMAL

Thursday, November 3d, 8 P. M. 25c. (Returned to Club Fund)

Hostess: Catherine Heineman, at her new place of business,

Albert Engel & Co., 3630 Telegraph Avenue.

Organ Recital, by Mr. Besserer.

Soloist: Ruth Hall Crandall.

INTERNATIONAL DAY

Friday, November 4th, Noon to Midnight, Hotel Oakland.

Admission Free

Mayor's Proclamation at Noon.

Dances — Music — Pageant — Festival in Costume.

Bazaar — Peasant Crafts — Pottery Dolls —

Christmas Cards from Around the World.

8:15 P. M. Speaker, Professor Glenn B. Hoover, of Mills College.

For Detailed Program see inside page.

ELECTION DAY, Tuesday, November 8th.

LUNCHEON

Thursday, November 10th, 12:15 P. M. 50c per plate.

American Education Week. Student Speaker.

Illustrated Lecture, by MR. L. V. ROBERSON.

Subject: "The Romance of the Arabian Horse".

DINNER

Thursday, November 17th, 6:15 P. M. 75c per plate.

Speaker: MR. EARLE A. ROWELL.

State Organizer of the National White Cross Society.

Subject: "International Program of White Cross Work."

Baritone Solos: MR. MELVILLE TULLY.

Accompanist: MRS. JOSEPHINE SWAN WHITE

NO MEETING IN THANKSGIVING WEEK.

CHRISTMAS BOOK REVIEW

Thursday, December 1st, 8 P. M. No Charge.

MRS. CONSTANCE MITCHELL, of Sather Gate Bookshop,

will describe the new books for Christmas, both for adults and children, and the books will be on exhibition.

Also, she will favor us with a Christmas Legend.

Make Reservations for Informal, Luncheon, and Dinner with

Mrs. Shoolery, HO. 6642.

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.

Bird M. Wilson.....Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the
interests of the
Business and Professional
Women's Club
Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

Pres.....Dr. Luella Stone Swauger
Vice-Pres.....Esther S. Goodwin
Secretary.....Matilda Wigger
Cor. Secty.....Anna Lignell
Auditor.....Amy Kirkendall
Treasurer.....Elsie G. Rae

DIRECTORS

Mary J. Johnson
Emilie J. Edmonds
Marion Dougherty
Georgia Maiden
Elsie O. Stoltz
Jessie D. Scott
Mrs. Sarah J. Shoolery
Executive Secretary
1608 Webster St.....HO. 6642

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers....Carrie P. Kennedy

JUNIOR SECTION

Catherine Molinari.....President
Ann Clevenger.....Advisor
Matilda Wigger.....Advisor

BRIDGE PARTY

The Juniors are giving a Bridge Party in the Garden Room on Wednesday evening, Nov. 2, at 8:15 and they hope that many of the Seniors and their friends will be present. The tickets are but 35 cents each. Many lovely prizes will be given. Tickets may be had from any of the Juniors or you may pay at the door.

IN SYMPATHY

Our heartfelt sympathy is extended to our faithful member, Mary M. Campbell, in the loss of her sister-in-law, Mrs. Marston Campbell. May her grief be lessened by our sharing it.

ARMISTICE DAY

Do you think they loved to kill,
Loved war, those dear dead
youths?

Call back their spirits in some
still Dawn. Ask them for the
truths,

Now there is war's surcease.

I wager all would say,

"We died yearning for Peace!"

Edith Tatum.

Good Housekeeping.

In the spirit of Thanksgiving for our present World Peace, and in the earnest determination that it shall be maintained, the following Fourteen Points suggested by Pauline Otis, general chairman of International Day Committee, for the individual to put into practice, are most appealing:

1. Urge legislation, State and National, making the traffic in arms part of the outlawry of war. Write to Congressmen in favor of the World Court. Make yourself a part of your government, whether you are an officer or not, by attending meetings open to the public where any legislation is enacted.

2. Develop international mindedness by studying history and gaining an appreciation of the achievements and culture of the peoples of other countries.

3. In the education of children aim to develop a feeling of friendship for the children of other countries; have them read the charming books written about the children of other lands. Do not emphasize the glories of war in their study of history. Disarm the nursery. Gifts of tools will influence boys and girls constructively, while toy soldiers, cannons, guns, swords, submarines, battleships, armored automobiles, and armored air machines suggest destruction.

4. Oppose military training in schools since exercise, posture, and general physical development can be gained in other ways quite as effectually. General Leonard Wood says, "Personally I do not believe that we should give the training until a year in which the youth become nineteen". Colonel Thomas F.

Edmonds says, "The modern Drill regulations are by no means adapted for work in schools under any circumstances." Read Dudley A. Sargent M. D., Director of the Hemenway Gymnasium, Harvard University, Cambridge, Massachusetts, in the Boston Medical and Surgical Journal on this point.

5. Let your guidance of youth be without physical force. Promote scientific investigation of the evil, physical and moral, traceable to the use of brute force in the process of education. Stand for the abolition of corporal punishment throughout the entire educational system, especially in reformatories.

6. Give your support to newspapers and magazines which are opposed to war and are definitely standing for a reduction of armament.

7. Patronize the places of amusement which extoll the virtues and glories of heroes and leaders other than military.

8. Write now to the Secretary of Labor telling of your disapproval of his recent ruling in regard to not giving work to foreign students.

9. Study world markets and other economic factors in the interest of World Peace.

10. Subscribe for International publications such as the Pax Internationale, 50c a year, published in Geneva.

11. Wear the white 2% button which stands for what Einstein has repeatedly said, "If you can get 2% of the population to assert in time of peace they will not fight, you can end war."

12. Pledge yourself to talk world peace once at least every day emphasizing the new world values. Quote our scientific peace leaders: David Starr Jordan, Einstein, and Jane Addams.

13. Use some slogan on your envelopes such as "Build Friendships not Warships for National Defense."

15. Buy books of "Good Will", "World Friendship", and International Calendars for Christmas gifts.

AMONG OURSELVES

November is surely filled with good things for us. First, on Wednesday evening, Nov. 2nd, the Juniors are giving a Bridge party in the Garden Room, and we can surely have a happy evening there, either making up a table of our own friends, or joining with others there.

Then on the very next evening, the 3rd, we are invited to spend the evening with our Cherine Heineman at her new place of business (in which she is financially interested, we are told), the Albert Engel & Co. Grocery, 3630 Telegraph Ave. She has arranged for us a fine musical program, with Mr. Besler at their splendid organ, and Mr. Hall Crandall as soloist, and will also serve refreshments permitting us to turn the 25c over to the club fund. Let Mr. Shoolery know if you can go, and she will advise Mrs. Heineman, our very generous hostess.

The 4th is the great event, International Day, sponsored by the club and by the Soroptomist as an earnest of their desire for World Peace, and the hope that a better acquaintance among nations will lead to a better understanding of our respective problems, and a big step toward World Peace. And that is the best thing we can do in this season is to become better acquainted with the foreign-born in our own community. We shall plan to have luncheon and to be present 100 per cent in the evening, anyway, as much more of the day is possible.

An exhibition of Arabian horses in connection with the Dairy November 12th to 18th is a thing of great interest, and we are honored in having Mr. Robb enlighten us. He is a staff member of the Kellogg Institute of Animal Husbandry, University of California, at Pomona, and has made a life study of the Arabian Horse.

Mr. Lowell, of national reputation, has most interesting things to give us of the work of the White Cross, and we cannot do without hearing him on this important subject.

After Thanksgiving at least we will be ready for the

Christmas spirit, and on the very 1st day of December have the opportunity of learning all about the Christmas books, for old and young, so that we may select our gifts advisedly and in the best of taste. Many books will also be there for our inspection.

And as a special treat, Mrs. Mitchell will tell us a Christmas legend, and that means that we will lose sight of this humdrum life with its depressions and discouragements, and be lifted into a realm of good will and happy cheer through the telling in beautiful imagery the story of the Christ. You will never forget it.

Our Mary Barmby was honored by a dinner given in her honor recently by the officers of the State Library Association.

Carrie Kennedy, Alice Irwin, Mary Campbell and Dr. McGilvery, spent a few hours with Mrs. Guber and her daughter in Palo Alto on a recent Sunday.

Note the ad in this Herald of Mrs. Schillerstrom. She is a member of the San Jose B.P. W.C., and will transfer to us soon. Her peasant dresses, and special designs in silks and jerseys, to say nothing of blouses and gifts, will make your mouth water. She is in the Rosebrook Hotel (formerly the Federal), right on the mezzanine floor as you go up to the Cock-o' the Walk. She invites us all most cordially to make a friendly call.

Was the last Book Review a success? Well, how could it be otherwise? And still another one coming, entirely different, and equally interesting.

A NEW CLUB ALBUM

It is quite time we had a new Club Album, and Mr. Rubine, proprietor of Russian Art Photo Studio, 1733 Broadway, has made us a very generous offer to make one up for us. All we have to do is make appointments for a sitting through Mrs. Shoolery, go to the Studio for a few minutes, and they will do the rest. Let's have a 100 per cent album this time, with pictures right up to the minute of new members and old.

DON'T FORGET TO VOTE.

JUNIOR JOTTINGS

Members are requested to note the changes, for the regular meetings, effective this month only.

Wednesday evening, Nov. 2, at 8:15 — Junior Bridge Party in the Garden Room of the club house, tickets are 35 cents per person. Invite all your friends to this party. Remember the date, Wednesday, Nov. 2.

Tuesday evening, Nov. 15, will be the regular monthly business meeting. Plan to attend.

We welcome two new members into the Juniors, Phyllis Ford and Margaret Levin.

Our president, Catherine Molinari, was a guest of honor at a formal banquet and dance given by the Athene Sorority in observation of the organization's seventh anniversary, on Oct. 21, at the Hotel Oakland. Catherine reports having had a very delightful evening. The club as a whole, has been invited by the Athene Sorority to attend a social meeting on Feb. 21.

Thursday evening, Nov. 10, Benita Helmond is to become the bride of Douglas Richard Morris at a church service. The club extends sincere wishes for a lifetime of happiness to Benita and Mr. Morris.

Catherine is so thrilled these days, her Pal has been treating her one hundred percent. Last week she received two tickets for Pauline Frederick's play at the Alcazar, from her unknown Pal.

Tuesday, Nov. 8, is Election Day — be sure you cast your ballot and urge your friends to do the same.

Harriet Bakewell
Publicity Chairman

FOOT-BALL

The annual East-West High School Football Game will be held in the University of California Stadium on Wednesday, Nov. 9th, at 2 P. M. Tickets only 40c for adults and 20c for students.

The proceeds of this game are used for the benefit of the needy school children of Oakland. The need is great. Let's buy some tickets, and attend the game if we can, but patronize it, anyway.

Tickets can be secured of any student in our schools.

INTERNATIONAL DAY PROGRAM

Students from Mills College, in costume, will have charge of literature for distribution.

Miss Josephine DeWitt is in charge of Library Exhibit.

Miss Ebey, of Oakland Public Schools, has arranged an interesting display.

Sponsors: Oakland B. P. W. Club and Soroptomist Club.

General Chairman, Pauline Otis.

Afternoon.

12:00 Noon. "PROCLAMATION."

Believing that there is a growing interest in the hearts of good citizens all over the world in the further development of international peace and good will, and a desire to know how to build foundation for it, we in Oakland are in a unique position for leadership in this worthy endeavor due to our cosmopolitan population and the advantages that come to us from their combined cultures. Realizing our great responsibility from our strategic location and in order to advance real friendship among our nationalities and find more practical ways of working together, it is my pleasure to proclaim Friday, November 4, as International Day, a day to develop to the utmost the great thought of international peace.

FRED N. MORCOM,
Mayor of the City of Oakland."

12:15—Music by Piedmont High School Highland Band

1:00 to 2:00—Music of Many Nations, by Dorian Trio.

2:00—Polish Folk Songs, Mme. Opaletski Bacon

2:30—Violin Selections, Miss Frances James.
Accompanied by Mr. Harold Hawley.

3:00—Music by Oakland High School Band.

3:00 to 5:00—Mexican Orchestra and Mexican Dances,
Featuring Senorita Rosa Huaco in Costume.

Evening.

Mrs. Henry Francis Grady, Presiding

8:00—Introductions of Foreign Consuls and Representatives,
Honor Guests.

8:15—"Modern Russia and the Rest of the World".
Speaker: Professor Glenn B. Hoover, of Mills College.

8:30—Program of Jewish Folk Songs,
Directed by Mr. Louis Sragow

8:45—Pageant — "Harvest Festival of the Nations."
Written by Dr. Douglas Wright, Jr.
Directed by Mr. Nestor Paiva
Music Direction by Miss Jessie Moore.

Grand Processional of Representatives of 20 Foreign
Countries

Bazaar open from Noon to Midnight.
Crafts of All Nations.

Proceeds of Bazaar will go for work of International
Institute among Foreign Born of this Community.

The Lotus Flower

1556 Broadway
On Mezzanine
Below Cock o'
the Walk Tea-
Room

PEASANT DRESSES BLOUSES

Voiles—Jerseys—Silks

GIFTS

Mabel Schillerstrom

QUALITY FOR LESS

Business Cards.....	1000	\$1 50
Envelopes.....	"	\$2.95
Letterheads.....	"	\$3.50

Mack Printing Co.

OLmpic 5074 178 Glen Ave.

NOT PRICE CUTTING
JUST PRICE ADJUSTING

ORA EGAN LINOTYPING

Publications Printing

Only woman owning and operating
Linotype in Alameda Co.

408 12th St. Tel. TE. 2575

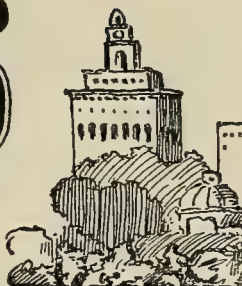
Colonial Cafeteria

Phone LAKeside 1806
Franklin at Fifteenth
Oakland, California

The OAKLAND
pioneer Columbarium
of the East Bay, rising
in majestic dignity
UPON THE HEIGHTS

OAKLAND
CREMATORIUM
COLUMBARIUM

Management
Norton J. and Theresa B. Morgan



BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Six

Oakland, California, December 1, 1932

Number Twenty-nine

CALENDAR FOR DECEMBER, 1932.

MERRY, MERRY CHRISTMAS TO ALL!

BOOK REVIEW.

Thursday, December 1st, 8 P. M. No Charge.

Mrs. Constance Mitchell, describing Christmas Books for All,
and a Christmas Legend.

Mary Barmby, Chairman. Bring Guests.

LUNCHEON.

Thursday, December 8th, 12:15 P. M. 50c per plate.
Business Meeting, and Impromptu Program.

QUARTERLY MEETING OF LEAGUE.

Saturday Evening Banquet, December 3d, and

Sunday Morning, December 4th, at Atascadero.

Final Meeting of our State League before Amalgamation.

INFORMAL.

Thursday, December 15th, 6 P. M. 25c per plate.

At Club Rooms. Cards and Visiting after Buffet Supper.

Carrie P. Kennedy, Chairman.

CHRISTMAS DINNER.

Thursday, December 22nd, 6:45 P. M. \$1.00 per plate.

Fine Dinner, Christmas Tree, Christmas Joy.

A pageant, Dickens' Christmas Carol, will be presented by Mrs. Jane Patterson

Christmas Children's Program, directed by

Alice Zwilling and Josephine Swan White.

Christmas Music: A group of Carolers (male voices).

Chairman of Dinner Arrangements, Josephine McClenegan.

Reservations must be made for Dinner and Luncheon.

and for Informal Supper. HO. 6642.

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.

Bird M. Wilson.....Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the
interests of the
Business and Professional
Women's Club
Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th.
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

Pres.....Dr. Luella Stone Swauger
Vice-Pres.....Esther S. Goodwin
Secretary.....Matilda Wigger
Cor. Secty.....Anna Lignell
Auditor.....Amy Kirkendall
Treasurer.....Elsie G. Rae

DIRECTORS

Mary J. Johnson
Emilie J. Edmonds
Marion Dougherty
Georgia Maiden
Elsie O. Stoltz
Jessie D. Scott
Mrs. Sarah J. Shoolery
Executive Secretary
1608 Webster St.....HO. 6642

SECTION CHAIRMEN

Book Review.....Hermine Kruser
Past Officers.....Carrie P. Kennedy

JUNIOR SECTION

Catherine Molinari.....President
Ann Clevenger.....Advisor
Matilda Wigger.....Advisor

JUNIOR JOTTINGS

Tuesday, December 6. Busi-
ness meeting. Let's keep up the
fine attendance record made at
the last meeting.

Tuesday, Dec. 20. Christmas
social. You won't want to miss
this event. Old Santa Himself
will be there to greet you. One of
the special features of the even-
ing will be the revealing of one
who has been your Pal for the
past year, Pals for 1933 will be
chosen. The second big head-
liner for the party is the presen-
tation of an enchanting drama
in one great act, you can't af-
ford to miss this theatrical
epic. A group of would-be ac-
tresses have generously donated
their time and efforts to stage
the play, such stars as Cather-
ine, Marina, Elvera, Bettye,
Phyllis, Kathleen Margaret, and
Harriet will make their one and
only Oakland appearance. Bring
your friends.

As in years past the club is

THOU STILL ART THERE.

"The mists are rising now". The voice that spake
Was low and calm. We stood, an eager group,
And looked to see the mighty rock and towers
Of Old Quebec. The fog, that in the dim,
Grey light of early morn had changed
Thru opalescent tints of blue and pink,
And soft, dull lavender, had now become
So thin that castle walls took shape; and spires,
And turrets round and ancient walls and gates
Stood where they long had stood; and as we watched
Once more the voice was heard: "The rock was there,
The castle towers have stood there all the while,
'Twas just a fog between".

The words were commonplace;

The sight was no more rare, and yet they loosed
A flood of truth upon my soul. That in
The rush of duties, everyday affairs,
That fill the time from morning light till ev'n.
We lose the sight of God's eternal truths.
The Babe of Bethlehem; the boy of Nazareth;
The strong, young Christ of Galilee — these do
Not change, nor yet the truths they taught.

The fogs of doubt

Do not the object change, or hurt or kill,
They do not even mar — they only hide;
But while they hide the soul may wander far.
Oh God! this Christmas time, help us to see
The mists of doubt roll back until we know,

THOU STILL ART THERE.

Martha Hird.

LAST LEAGUE MEETING

It is hoped that two or three
autos can be filled by members
of our club going to Atascadero
for the last Quarterly Meeting
of our California League of
B. P. W. C. All other clubs in
the bay region will be repre-
sented, and the banquet on Sat-
urday evening December 1st
promises many interesting fea-
tures. After January 1st we
will be meeting in larger groups
with our amalgamated sisters
for which we rejoice, but it will
be good to make this last meet-
ing of our smaller group a
homey affair.

If the weather is bad, one can
go on the train, round trip
\$10.50, leaving Saturday morn-
ing, and returning Sunday af-
noon late.

to provide a Christmas dinner
for a worthy family and in a
few days you will receive word
as to just what will be needed
to give our family a cheery
holiday. If you have any cloth-
ing that you think could be
used by our family please noti-
fy our President at OLYmpic
1393.

Our newest member is Violet
Peck, we welcome her.

One of our members of long
standing, Olga Hansen Planer,
has asked to have her member-
ship transferred to the San
Leandro club, as she is now
making her home in that city.
We are sorry to lose Olga and
we congratulate the San Lean-
dro club on gaining Olga as a
member.

Harriet Bakewell
Publicity Chairman

AMONG OURSELVES

Wasn't the last number of El Camino unusually excellent? The directory of clubs in the League, with times of meetings and names of presidents, will make it easy to drop in on them when traveling through their

Mrs. Estelle Close, our first vice president of the League, was recently elected president of the State Association of School Supervisors; also appointed Sonoma County representative to the California White House Conference on child health and protection. We know how worthy she is of these honors.

Are you taking advantage of the good books in our library? Through the generosity of our president we are receiving "the Book of the Month".

It will interest our members to know that the young lady who so delighted us at our luncheon during Educational Week last month was Miss Betty Larson, of Frick Junior High school.

Our Mrs. M. B. Graham spent Thanksgiving in Gilroy, at the home of her daughter Mabel, whom we remember as such an efficient club president. It seems she is equally efficient cooking turkey.

We ran into a little birthday dinner party last week, when Maude Peterson was hostess to the niece and namesake of Zantette Potter. The young girl is growing tall rapidly, looking more and more like her aunt.

Let's get all the members together who are wearing red dresses, they all look so well in them. Florence Bussell is the best. How about a table of red gowns at the Christmas dinner? Mabel Saylor Davidson will be one, without doubt, for her favorite.

Margaret Chalmers has learned to drive an automobile during Sue's confinement to the house from the accident, and is supremely independent, and this means nothing to her. Let's hope that doesn't appeal to traffic cops.

It was good to see Blanche Egan, Edith Bakewell, and a number of members we don't see so often, in attendance at

Catherine Heinemann's reception. And was Ruth Hall Crandall ever in such fine voice, with that beautiful organ accompaniment?

Of course everyone who heard the talk on Arabian Horses at our club last month, and saw the beautiful pictures, went to the Dairy Show to see the live horses? And don't you want to see them at their own farm home at Pomona, where exhibitions are given to the public every Sunday afternoon, free of charge?

Have you had your "picture taken" yet at the Russian Art Photo Studio, for our album? Make appointment through Mrs. Shoolery, right away, before you lose that happy Thanksgiving expression.

We may feel that we can do nothing in the way of Christmas gifts this year, but remember that the little services our hands can find to do, and common deeds of every day, the sharing of the little we may have, is all we are asked to do. "Inasmuch as ye have done it unto one of the least of these, ye have done it unto me."

Now that every one has disposed of as much turkey as possible, we are free to turn our thoughts to Christmas.

First, there's the Book Review next Thursday evening. Come and bring guests. It will be most enjoyable, and lift you into the world of true Christmas the very first of the month.

Then there's the Christmas Dinner, on the 22nd. Christmas carols by a group of fine male voices, charming dancing and program by talented children, a lovely pageant, and a fine dinner. What more could you ask?

And all through the month there will be the Christmas candy for sale. So it's Christmas, everywhere, and all the time. Who said depression? Not while the spirit of Christmas is so fervently ours.

IN SYMPATHY

To our loyal member, Ora Egan, our sincerest sympathy is extended, in the loss of her father, who has made his home with her for many years. Those of us who knew him personally will long remember his genial, courteous and kindly spirit.

WE ARE PROUD

Will we ever forget our International Day? What crowds there were! And how many went away disappointed, that could not get into the room to see the pageant. Next time it must be at the Auditorium, when the ideas of the committee can be more fully carried out in the picturesque details. Truly we are very proud of the two clubs of business women who sponsored the fete, and especially of those from our own club who served on the committee of arrangements, Pauline Otis, general chairman, our president, Dr. Swauger, and our past president, Teresina B. Morgan.

With the co-operation of the Soroptomists, the Y. W. C. A., and the International Institute, and the many individuals who assisted, the big success was achieved.

The committee asks that special thanks be expressed to our member Marie S. Graves, of Head's College, for multigraphing; to our member Ottalie Porter for her beautiful mimeographing of letters; to our members Alice Irwin, Nell Wisheart, Josephine McClenagan, Catherine Heinemann, and Mrs. Tupper, for their labors in the club booth all day and evening, and to all who so generously contributed articles for sale.

The newspapers recognized the idea as one which would serve a large and fine purpose in creating a finer community spirit, and furnishing a ground upon which friendship and culture may be erected. May it grow into a community observance which we will be proud to have inaugurated.

Guide — "This is a skyscraper."

Sweet Young Thing — "Oh, my — I'd love to see it work."

He (awkward dancer) — "It was nice of you to give me this dance."

She (sweetly) — "Not at all — this is a charity ball."

Pat Brown — "Your wife suffers from insomnia? Are there any serious consequences?"

Bert Sault — "Yes, when I come home late, she is always awake."

ROSTER CHANGES:

New Members:

Effie L. Barnes
Hostess
Hotel Leamington, HI. 2525
Res. 658 Oakland Ave.

Ida May Renton
Owner
Victory Cleaners & Dyers
229 14th — TE. 8615

Address or Telephone Changes:

Lea Brunquist
Res. 2806 College Ave.
TH. 1404

Mabel Saylor Davidson
Res. Phone AL. 1788

Marion E. Dougherty
437 - 19th TE. 2933
Res. 104 Olive Ave. P. 3554-J

Emilie J. Edmonds
Hotel Leamington
Beauty Salon HI. 2525
Res. 3505 Lakeshore
GL. 3115

Harriet Dupey
Owner
Ex-Cel-Cis
Beauty Salon
3600 Grand Ave.
Beauty Salon TE. 9191
Cosmetics GL. 7086

Jessie E. Frost
Res. 1560 Alice St. TE. 9833

Catherine Heineman
Albert Engel Co.
37th & Telegraph
Tel. OL. 3626

Miss Lura Heilman
1579 Jackson St. HO. 9825

Miss Georgia M. Maiden
Res. 415 Bellevue Ave.

Mrs. Mary A. Maiden
Res. 415 Bellevue Ave.

Alice G. Moore
Res. 2741 Parker St.,
BE. 2694-W

Laura E. Pinkston
Bus. phone Loc. 382 LA. 3600
Res. phone TE. 4045

Beatrice P. Ramsey
Res. 5816 Picardy Dr. TR. 0562

Clo Harris Rogers
Res. phone BE. 6869-J

Freda Smith
Bus. phone HI. 4040

Lola C. Stephens
Res. 286 Lenox St.

Elsie O. Stoltz
Res. 286 Lenox St.

Daisy Miles Vose
Bus. 2111 Ashby Ave., Berk.

Matilda Wigger
Res. Blue Triangle Club
2332 Harrison St. GL. 9200

Lucy Frances Hitch
Res. 1441 1st Ave. GL. 6590

Adele Walter
Owner aL Belle Shop
2120 Bdwy. TE. 1104

Daisy Miles Vose
2127 Ashby Av. Brk. TH. 4080
Res. phone BE. 4746-J

Resignations:

May Bunker
Grace Coleman
Mary Belle Guber
Ivy McIntosh
Mae M. Niëdt
Ada Porter
Frances E. Reiff
Clara Jackson

Deceased:

Catherine Brown

CANDY! CANDY!

Again it's candy time. And it's cheaper this year, only \$1.15 for a 5-pound can, and 60 cents for 2½ pound can. The quality better than ever, if possible.

It will be at the club rooms every day on sale. You will find our secretary, Mrs. Shooley, there in the afternoons, and Captain Grant, manager of the building, will get it for you in the mornings.

Take some home now, and remember that it is a lovely distribution to make as a little Christmas remembrance to others.

Carrie Kennedy also will have a supply on hand at her office in the Court House.

Flapper to cop at busy intersection: What's the idea, no lights here?

Guardian of the law: I'm the light at this corner, lady.

Her Majesty: Then turn green so I can cross!

Soldier: "Why do they call sail boats she?"

Sailor: "Because they make a better showing in the wind."

Care for Children! Elderly People!

At your Home--25 cents per hour

Afternoons, Evenings or Full Day Care by Kindergartener, experienced with Invalids. Local and Foreign Credentials

MODERATE RATES

2400 Durant St. | Hotel Ivanhoe, Rm. 9
Tel. Berkeley 7954 Berkeley, Calif.

QUALITY FOR LESS

Business Cards.....	1000	\$1.50
Envelopes.....	"	\$2.95
Letterheads.....	"	\$3.50

Mack Printing Co.

OLmpic 5074 178 Glen Ave.

NOT PRICE CUTTING
JUST PRICE ADJUSTING

ORA EGAN

LINOTYPING

Publications Printing

Only woman owning and operating Linotype in Alameda Co.

408 12th St. Tel. TE. 2575

Colonial Cafeteria

Phone Lakeside 1806
Franklin at Fifteenth
Oakland, California

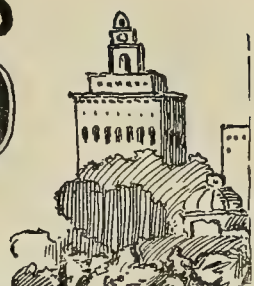
The OAKLAND
pioneer Columbarium
of the East Bay, rising
in majestic dignity
UPON THE HEIGHTS

OAKLAND
CREMATORIUM
COLUMBARIUM

Management
Norton J. and Teresina B. Morgan



BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Seven

Oakland, California, January 1, 1933

Number Thirty

CALENDAR FOR JANUARY, 1933

HAPPY NEW YEAR!

INFORMAL MEETING

Thursday, January 5th, 6:15 P. M. Supper, 25 Cents.

MAE B. WILKIN, our first Executive Secretary, after an absence of seven and a half years, will tell us of "Making Dreams Come True."

Chairman: Carrie P. Kennedy

DINNER — SPECIAL EVENT

Thursday, January 12th, 6:15 P. M. — 75c per plate.

Speaker: Dr. IRA B. CROSS, of the
Department of Economics, University of California.

Subject: "The Present Economic Situation".

Community Singing.

Chairman: Lola Mitcheltree.

LUNCHEON

Thursday, January 19th, 12:15 P. M. 50c per plate.

Speaker: MISS CORNELIA V. CRESS, of Mills College
Instructor in Physical Education and
Horseback Riding.

Her talk will be illustrated by films,
including the Olympic Equestrienne Events.

CARD PARTY

Thursday, January 26th, 8 P. M.

Details will be given later by Special Notice.

Save the Date.

Make Reservations for Informal Supper, Dinner,
and Luncheon, with Mrs. Shoolery, HOLLIDAY 6642

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.

Bird M. Wilson.....Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the
interests of the
Business and Professional
Women's Club
Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th.
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879

OFFICERS

Pres.....Dr. Luella Stone Swauger
Vice-Pres.....Esther S. Goodwin
Secretary.....Matilda Wigger
Cor. Secty.....Anna Lignell
Auditor.....Amy Kirkendall
Treasurer.....Elsie G. Rae

DIRECTORS

Mary J. Johnson
Emilie J. Edmonds
Marion Dougherty
Georgia Maiden
Elsie O. Stoltz
Jessie D. Scott
Mrs. Sarah J. Shoolery
Executive Secretary
1608 Webster St.....HO. 6642

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy

JUNIOR SECTION

Catherine Molinari.....President
Ann Clevenger.....Advisor
Matilda Wigger.....Advisor

JUNIOR JOTTINGS

Please note that there will be only one meeting during the month of January and that will be on the 3rd Tuesday, Jan. 17, at 8 P. M., in the club rooms. At this meeting Pals for the coming year will be chosen, so don't fail to attend.

Rumor has it that the club may find it possible to give a dance this month, however, notices will be mailed if our President's plans materialize. Success of such a venture depends on the cooperation of all members.

Alice Piliore has found that plans for her wedding in the Spring are taking up a great deal of her time and so has felt she must resign her position as Vice-President of the club. Elvera Ham has stepped up from a Director to the post of

OUR 1933 HORIZON

The dreams we dreamed a year ago,
We now must lay away;
The lavender of memory
Clings closer to us, to-day;
And yet, we know that in our hearts
The joyous bells will ring,
And we'll be waiting, eager-eyed,
For what this year will bring!

* * *

A NEW START WITH THE NEW YEAR

I will start anew this morning with a higher, fairer
creed;
I will cease to stand complaining of my ruthless neigh-
bor's greed;
I will cease to sit repining while my duty's call is clear;
I will waste no moment whining, and my heart shall
know no fear.

I will look sometimes about me for the things that
merit praise;
I will search for hidden beauties that elude the grum-
bler's gaze.
I will try to find contentment in the paths that I must
tread;
I will cease to have resentment when another moves
ahead.

I will not be swayed by envy when my rival's strength
is shown;
I will not deny his merit, but I'll strive to prove my
own;
I will try to see the beauty spread before me, rain or
shine;
I will cease to preach your duty, and be more con-
cerned with mine.

— "Church Management"

Vice-President, congratulations Elvera. Bettye Sukk has been appointed to fill Elvera's place as Director, and congratulations to you, Bettye.

It was good to see Alice Koudelka Harmon down at club the other night. Alice says she loves housekeeping.

We are sorry to report the recent resignations of the following members: Alma Kofoed, Frances Kofoed, Edith Christensen, and Helen Silveira.

And we are happy to welcome two new members: Violet Peck and Rose Fliege.

Christmas Day found our President, Catherine, ill with the "flu", but it is good to know she is well on the road to recovery.

Remember the next meeting is January 17, come and get it.
Pal.

Harriet Bakewell
Publicity Chairman

AMONG OURSELVES

Perhaps many of you tried to find our Secretary, Mrs. Shoolery, during the week before the Christmas dinner, and failed. She was among the fashionable ones laid up with the flu, and really came back before she should, to help with the Christmas party. Remember that she is only at the club rooms in the afternoons. If you wish to talk with her in the mornings, call TRinidad 4885.

We have missed Ottalie Porter's smiling countenance at the last few meetings. She has just returned home from several weeks in University Hospital, where she underwent a severe operation. She's recovering fine, and we'll be so glad to welcome her back.

Another of our members, Mrs. Haines, suffered the loss of her mother this winter, but the information has just reached us. Our sincere sympathy is with her.

We've never classed Mabel as a "speedy" girl, although she's always right on the job, but lately she's been in such a rush she can't wait for trains, or even automobiles, and has been flying from Los Angeles to Siskiyou, and, strange to say, saw snow in both places.

Have you seen the artistic folder just put out by Teresina E. Morgan? The rotogravure work is lovely, and the reading matter very interesting and informing.

Also, have you visited the Furniture Studio, recently opened by Mr. Otis, son of our Paul Otis and brother of our E. Otis Buckley? It is on San Pablo, just around the corner from 16th Street, and is filled with lovely things at reasonable prices. Mr. Otis will come at your home, if desired, to plan your entire re-furnish-scheme.

And now it's women in the police department whom you first contact! At Miami Beach, Florida, an attractive young woman has been appointed desk sergeant, and is the only unarmed member of the force. But why unarmed?

The winner of the prize offered by the National B.P.W.C. to the oldest active business women in the United States was Miss Mary Eleanor McGuire, 80 years young, employed by a store in Oxford, Miss. for sixty-seven years. Tally one for the spinster.

Mae B. Wilkin, our first Executive Secretary, and with us when we moved into the building, returned for a visit after an absence of seven and one-half years, planning to be with us at the Christmas party. And then her home climate treated her so badly as to attack her with the flu. But she'll be with us at the Informal Meeting on Thursday next, Jan. 5th, and have much of interest to tell us of her wanderings about the United States, and even a dash to Europe. She has been a club member all this time. Remember, it's a Supper at 6:15 o'clock, and only 25c. So come early. Time has treated her kindly. She hasn't changed one bit.

Shall we ever forget the Christmas legend told by Mrs. Mitchell at the last Book Review? And of course we enjoyed her review of late books. Then there was a delightful bit of a surprise, in a talk on China, by Lola Stephens, gown-ed in a lovely old Chinese costume. We hope to have another Book Review in February.

Word has just been received that Sadie Lee Talbot has been many weeks in the hospital, suffering from severe burns received in an automobile accident last October. Very glad to say she is recovering now.

Our luncheon speaker, Miss Cornelia Cress, has a charming personality, and will bring a refreshing note of novel character to us in her pictures and address.

Bird Wilson will greet the New Year at the Monterey peninsula.

The advertising man was proposing to the lady of his choice. "Remember," he said, "this is the last day for this astounding offer."

Jean Baird and Lola Mitchell-tree are "among those present" convalescing from the flu. Every kind of tonic has been suggested. Have you one to recommend?

My, but it's a long time since we had a card party. Won't it be fun to have one again. Save the date, and watch for particulars.

Have you had your picture taken yet at the Russian Art Photo Studio, for our Club Album? Let Mrs. Shoolery make an appointment for you to-morrow.

Mabel Saylor Davidson was one of the unfortunate ones who missed the Christmas Party because of the flu. But we are glad to report she is better now.

DR. CROSS

Our club has often been favored by talented speakers, but we have seldom been honored by the prominent members of the faculty of our own University. Not only are they exceedingly busy men, but their time and ability has a monetary value which we have not been able to afford. Through our good member, Lola Mitchell-tree, who is a sister-in-law of Dr. Cross, we are enabled to have the treat on the 12th.

Dr. Cross is a nation-wide authority on economics, and at this time of uncertainty and anxiety to know what to expect next in our business world which has been turned so topsy-turvy, his views will be most enlightening.

His subject is one that touches us all. Bring the men folks in your family. They'll like it.

NEW YEAR RESOLUTION

This is for you, club members: Please advise Mrs. Shoolery of any news of interest concerning club members, that it may be circulated by means of the Herald. Many times an opportunity is missed to send a word of sympathy, or of congratulation, or a friendly greeting, because of lack of information in time.

* * *

STATE LEAGUE

This is probably the last news item under this heading. The process of amalgamation of our League with the State Federation of B. P. W. C. is under way, and soon the formalities in the way of by-laws, etc., will be completed, and we'll be 7500 strong in California!

The Quarterly Meeting in Atascadero last month was a delightful affair, though there were some tears shed, for much as we wish to amalgamate, there is a little sadness in giving up the loved smaller organization.

Etchings of our emblem were given all the past presidents of the League.

Now let's be ready for the first meeting with our newly acquired sisters, and do our part to make it a ripping celebration!

* * *

IT'S AGAINST THE LAW

—for lions to run at large in Alderson, West Virginia.

—for two people to occupy the bathtub at the same time in Los Angeles (but nothing is said about showers).

—to own a copy of the Encyclopedia Britannica in Texas (because it contains a liquor formula).

—for a lady to lift her skirt more than six inches while dodging Michigan mud puddles.

—for an autoist not to stop and shut off power "ten rods from the horse approaching or approached and render assistance in enabling the horse team or teams to pass in safety" at Sturgis, Mich.

—to steal a horse in Kansas under penalty of seven years in prison, but you can steal a million in cash and receive only five years.

—to indulge in "gossip that is heathenish" in Missouri.

—to chew tobacco without a doctor's permit in Connecticut.

Didn't we have a lovely Christmas party? One of our critical members was heard to say that it was the most satisfactory Christmas entertainment we had ever had. Certainly every feature was excellent, beginning with the dinner.

The Dance of the Dolls, arranged by Alice Zwilling and executed by her clever pupils, and the skit "The Spider and the Fly", arranged by Josephine Swan White, were entrancing.

And how splendidly the pantomime, the Christmas Carol, was acted! Indeed, it was very professional. Mrs. Jane Patterson is entitled to much credit for her direction and reading. Those taking part were Dr. Minerva Watt, Matilda Wigger, Lola Stephens, Sue Bradley, Miss Hughes, Olive Cathcart, Alice Irwin, Grace Lyon, Nell Wishart, and Florence Bussell, and the singers, Blanche Stedman, Rhobie Irwin, Elsie Rae, Julia Gallagher, Ella Saylor Brooks, Anna Lignell, Lois Martin, Marion Dougherty, and Emily Edmonds.

It was nice to have with us our sister business women, the Soroptimists and the Dianas.

Greetings were received from our Juniors and past president Maude Petersen, unable to attend.

* * *

Have you noticed in the Independent Woman the notice that an official road sign for B. P. W. Clubs is ready for distribution, and picturing the design thereof. Wouldn't it look fine at the northern approach to Oakland on San Pablo Avenue, and on Foothill and East 14th Street at the Oakland boundary? And wouldn't it be fine to have them at every town in the State where there is a B. P. W. Club? The price is only \$7.00, and they are guaranteed for 10 years not to fade, scale or tarnish.

* * *

Do you know that out of every 100 Americans 37 have blue eyes, 26 have gray eyes, 18 hazel, and 17 brown, while 2 cannot be classified — probably green.

Care for Children! Elderly People!

At your Home--25 cents per hour

Afternoons, Evenings or Full Day Care by Kindergarten, experienced with Invalids. Local and Foreign Credentials

MODERATE RATES

2400 Durant St. | Hotel Ivanhoe, Rm. 9
Tel. Berkeley 7954 Berkeley, Calif.

QUALITY FOR LESS

Business Cards.....	1000	\$1.50
Envelopes.....	"	\$2.95
Letterheads.....	"	\$3.50

Mack Printing Co.

OLympic 5074 178 Glen Ave.
NOT PRICE CUTTING
JUST PRICE ADJUSTING

ORA EGAN LINOTYPING

Publications Printing

Only woman owning and operating Linotype in Alameda Co.

408 12th St. Tel. TE. 2575

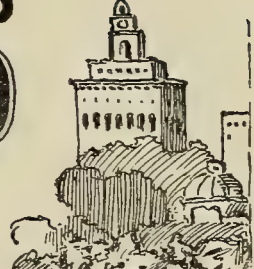
Colonial Cafeteria

Phone Lakeside 1806
Franklin at Fifteenth
Oakland, California

The OAKLAND
pioneer Columbarium
of the East Bay, rising
in majestic dignity
UPON THE HEIGHTS

OAKLAND
CREMATORIUM
COLUMBARIUM

Management
Norton J. and Teresina B. Morgan



BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Seven

Oakland, California, February 1, 1933

Number Thirty-one

CALENDAR FOR FEBRUARY, 1933

LUNCHEON

Thursday, February 2d, 12:15 P. M. 50c per plate.

Business Meeting. Financial Reports.

Also: MRS. HAZEL CATLING,
of The Charm Studio, 432 - 19th St.,
will speak on Character Analysis.

Subject: "You Meet the World with Your Face".

DINNER TO NATIONAL PRESIDENT

Saturday, February 4th, Western Woman's Club, San Francisco.

See Details on Inside Page.

INFORMAL SUPPER

Thursday, February 9th, 6:15 P. M. 25c.

Chairman, Carrie P. Kennedy.

Baked Beans prepared by Lola Stephens.

Salad to balance the meal.

Cards, Games, Visiting.

DINNER

Thursday, February 16th, 6:15 P. M. 75c per plate.

Chinese Party for December, January and February Birthdays.

Elsie Stoltz, Chairman of Arrangements.

ALSO,

Speaker: DR. C. TELFORD ERICKSON,

Chief Executive of Albanian-American School of Agriculture.

Has spent 24 years in Albania, and is a recognized authority
on the Balkan Country.

COLONIAL PARTY AND DANCE

Thursday, February 23d, 8 P. M. Admission 50c.

Chairman, Carrie E. Hall.

A Play, "A Dish of China Tea".

Presented by the Community Players,

Oakland Women's City Club.

Minuet: Eleanor Seahorn and Frances Jane McLelland.

pupils of Alice Zwillinger.

(Continued on Page 2)

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.

Bird M. Wilson.....Editor
1608 WEBSTER ST. HO. 6642

Issued every month in the
interests of the
Business and Professional
Women's Club
Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

Pres.....Dr. Luella Stone Swauger
Vice-Pres.....Esther S. Goodwin
Secretary.....Matilda Wigger
Cor. Secty.....Anna Lignell
Auditor.....Amy Kirkendall
Treasurer.....Elsie G. Rae

DIRECTORS

Mary J. Johnson
Emilie J. Edmonds
Marion Dougherty
Georgia Maiden
Elsie O. Stoltz
Jessie D. Scott
Mrs. Sarah J. Shoolery
Executive Secretary
1608 Webster St.....HO. 6642

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy

JUNIOR SECTION

Catherine Molinari.....President
Ann Clevenger.....Advisor
Matilda Wigger.....Advisor

MY HILLS AT SPRING

My hills are multi-colored now. sienna, loam and sand.
Where freshly turned to meet the sun—a gayly-checked land;
And here and there a verdant slope of richest velvet green,
With closely-nestling live oaks in the curving vales between;
And over all the vagrant clouds a shadowy pattern trace,
Touching the scene with mystery, as 'twere a holy place.
A golden cup is at my feet, the first to lift its head
In proof of immortality—new life where all seemed dead.
A trail meandering on and on invites intriguingly,
Urging with compelling power to “follow, follow me.”
What land of promise lies beyond that tree-etched line of sky?
Within the canyon's shaded depths what hidden secrets lie?

A stir of preparation for new work is all abroad;
The plow awaits the guiding hand to break the stubborn clod
A fruitful earth beseeches seed, a harvest to insure;
A hundred tasks ensnare the mind to banish this allure.

But oh, the meadow lark is singing,
And oh, the sunlit heights are calling,
And oh, I must be climbing, climbing,
My hills, to greet the Spring!

—B. M. W.

CALANDER—Continued from Page 1

Recitations to Music:

“The Patchwork Quilt”.....Dorothy Grosscup
“The Minuet”.....Mayberry Nelson

Accompanied by Josephine Swan White.

Piano Solo: “The Malakhoff Overture Historique et Militaire”
by Ettadell Hall.

Dancing after the Program.

Music by Bobby Berger's Band, (all girls).

Colonial or other Period Costumes Requested where convenient,
but are not a requirement.

Make Reservations for Luncheon, Bean Supper, and Dinner, with
Mrs. Shoolery, HO. 6642 afternoons other times TR. 4885.

OUR NATIONAL PRESIDENT

Good News! We are to have
the pleasure again to greet our
lovely Mrs. Bowman, who will
visit California to welcome the
newly amalgamated group into
the National Federation, and

cement its formation. The San
Francisco club will act as hos-
tess for this bay district, at a
dinner meeting at the Western
Women's Club on Saturday,
February 4th. Wouldn't it be
fun to have the largest repres-
entation there of any of
clubs? Mrs. Shoolery will
details of the hour and the
a little later. Mark the
in your calendar and make
reservation with her in plen-
time.

AMONG OURSELVES

Dr. Cross expresses the desire to make people think, and certainly fulfilled that desire in his talk to us, as everyone has been talking about the things he told us whenever we meet. Whether we agree with him entirely or not (which he probably doesn't expect) he gave us a host of facts to ponder over, and suggestions for the future to think about, for which we are deeply grateful.

Haven't we a full program for February? Such a variety, and so much of interest. Dr. Erickson will take us to an entirely new part of the world, and tell us of the very constructive work going on among the rural youth. A few years ago he was asked by the Albanian King, Zog I., to establish a school at Kavaie, which is known as the Albanian-American Institute, maintained jointly by Near East Foundation and Albanian-American Schools of Agriculture.

Altho a native of Illinois, he has spent much of his life in foreign countries, and received the highest honors, especially for his work in Albania.

And won't it be fun to have play again? The scene of his one is on the plantation of Judge Nathaniel Wynne near Williamsburg, Va. The time, P. M. October 20, 1781. This is near in time and location to the battleground of Yorktown, and surrender of Cornwallis. The cast is as follows:

Mrs. Nathaniel Wynn, Estabell Hall.

Lady August Clive, Nellie Anton.

The Honorable Clarissa Courtney, Rose Ough.

Mrs. Ravenscroft, Olive Tracy.

Mrs. Cornelia Throckmorton, William Howard.

Janelye Wynne, Jessie Tate.

Marey Gordon, Nellie Robinson.

Hunt up a costume of some kind, and lend picturesqueness to the atmosphere, and be ready to join in the dancing afterwards. It's a long time since we had a dance.

As the Herald goes to press the Card Party promises to be a great success.

Some of our social workers will remember Mrs. Mabel Gregson, president of the Bay District B.P.W.C., now located at Burlingame as Supervisor of School Nurses in San Mateo County. She used to be in this county.

Have you had your picture taken yet for our Album?

Volunteers for waiting on table at dinners please leave word with Mrs. Shoolery. Too many of the same ones are serving continually with Mrs. White.

Mae Wilkin and Bird Wilson spent the week end at the Danville home of Dora Cooley and Neil Dockery. Quite a number of friends motored out on Sunday afternoon for a visit with Miss Wilkin before she returns to West Virginia. She has been spending the last two weeks with friends in San Francisco, except on our club days, when she was with us.

We will have a fine opportunity to meet our new club sisters in California, and renew friendships with the ones we have longer known, at the monthly meetings to be held in our district. Some of us thought a monthly meeting would prove too often, but we were greatly in the minority, as the sentiment was overwhelming that you couldn't have too much of a good thing, so we concluded they were right.

Stockton has invited us for the April meeting. We will be hostess in March, with the Alameda club probably uniting with us as joint hostesses.

At the meeting last Thursday a suggestion was presented by the Berkeley club to unite the clubs in the East Bay for the observance of National Business Women's Week this year, and was enthusiastically adopted. Plans will be announced soon.

Carrie Kennedy has been taking a little enforced rest. She got in too much of a hurry to leave her office one club day, and had a nasty fall. But you can't keep her down long, we know.

Miss Cress' talk made many of us long to resume horseback riding; which seems to be growing very popular.

JUNIOR JOTTINGS

Feb. 7. Business meeting. Plans for the Spring will be made. Pals for 1933 will be given to those who were not present at the January meeting.

Feb. 21. An unusually interesting event will take place on this our regular social meeting date. The Athene Sorority has extended to our members a very cordial invitation to be their guests at their social meeting on this date. It is hoped that all members will find it possible to accept the Athene Sorority's hospitality for the evening. The meeting is to be held at 8 P. M. at the Rockridge Women's Clubhouse, 5632 Keith Ave. The clubhouse is located 1/2 block east of College Ave., on the left hand side of Keith Ave. By street car from town, take the College car (No. 6) and get off at Shafter Ave. and walk back one short block to Keith.

On Wednesday, Dec. 14, 1932, a baby boy arrived at the home of Nan and Jimmie Resseguie, in San Jose. The little fellow has been named Lawrence John. Our sincerest congratulations to the happy parents. Nan Body Resseguie, it will be remembered, was our president in 1931.

Resignations of Helen Silveira and Benita Helmond Morris were regretfully accepted at the last meeting.

Time is drawing near for club elections and our President asks that the entire membership be giving the choice of new officers for the next year considerable thought.

Be sure and write to your new Pal, she wants to hear from you.

Harriet Bakewell,
Publicity Chairman

It was good to see Bessie Wood Gustason at the club at the Thursday luncheon, and looking so well, radiating cheer and happiness as usual.

Mary Campbell is visiting at Niles, recuperating.

Dora Cooley had the experience of encountering a heavy snowstorm at the summit of the Fish Ranch Road last Sunday evening. That's coming pretty close home.

BAY DISTRICT MEETING.

Ten of our members, headed by our President, motored to Palo Alto on Sunday, the 15th, for the first meeting of the Business and Professional Women's Clubs in the bay district belonging to the newly amalgamated State Federation, affiliated with the National Federation.

The heavy rainstorm in the valley, and even snow on the surrounding hills, failed to dampen their ardor, and over 200 delegates sat down to luncheon at Stanford Union, after an organization business meeting. Clever decorations and menu were illustrative of "Down on the Stanford Farm".

Miss Lillian Owen, president of the Palo Alto hostess club, shared the honors of presiding with Mrs. Maude Empey, of San Jose, 1st vice-president of the California Federation. Miss Lillian Elias, of San Francisco,

was program chairman.

The Bay District takes in all around the bay, as far east as Stockton and Lodi, and south to Santa Cruz. It was decided to hold "visiting meetings" once a month in the district, except in vacation, probably a luncheon meeting on a Sunday.

By-laws were adopted for the district organization, and the following officers elected:

President, Mrs. Mabel Gregson, of Burlingame; Vice-president, Mrs. Mabel Dye, of Alameda; Recording Secretary, Miss Florence Stahl, of San Jose; Cor. Secretary, Mrs. Beulah Schindler, of San Mateo; Treasurer, Mrs. Olga Beebe, of Berkeley; Auditor, Miss Jane Frye, of Stockton.

And as chairmen of committees, the following: Transportation, Mrs. Kate Brownell, Gilroy; Education, Mrs. Margaret Oliver, Santa Cruz; Emblem, Miss Patricia Calhoun, Berkeley Juniors; Finance, Miss Ethel

Johnstone, San Francisco; Health, Miss Elaine West Stockton; International Relations, Mrs. Pauline Otis, Oakland; Legislation, Miss Ora Howard, Palo Alto; Magazine, Mrs. Helen Kingsbury, Richmond; Membership, Mrs. Della Whittaker, San Leandro; Program, Miss Lillian Elias, San Francisco; Publicity, Mrs. Caroline Weber, S. F. Traffic; Public Relations, Dr. Frances Hard, San Jose; Research, Miss Amy Boynton, Lodi; Music, Mrs. Gertrude Tubbs, San Francisco; Constitutional Revision, Miss Bird M. Wilson, Oakland.

IN SYMPATHY

Again we regret to report the visit of sorrow to our dear Mary Campbell, in the passing of her brother Marston Campbell, well known citizen of Oakland and civic leader. Sure happier days are in store for her now, and it will be our pleasant endeavor to assist bringing them to her.

And to our dear Jessie Frost our deepest sympathy is extended, in the loss of her aunt, her nearest relative here, by a automobile accident.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of Business Women's Herald, published monthly at Oakland, Calif., for October 1, 1933, State of California, County of Alameda, ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Bird M. Wilson, who, having been duly sworn according to law, deposes and says that she is the Managing Editor of the Business Women's Herald, and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations.

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher Business & Professional Women's Club, 1608 Webster Street; Editor Bird M. Wilson, 315 E. 19th St., Oakland

2. That the owner is:

Business & Professional Women's Club, an incorporated body, a non-profit organization, having no capital stock; the officers of which are: Dr. Luella Stone Swauger, Pres., 3785 Harrison St.; Esther S. Goodwin, Vice-Pres., 3312 Broadway; Matilda Wigger, Secty., Blue Triangle Club; Elsie G. Rae, Treas., 4105 Montgomery St., all in Oakland, Calif.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, do not contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and

no person to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

BIRD M. WILSON,

Editor and Business Manager.

Sworn to and subscribed before this 3rd day of October, 1932 (Seal) JAMES G. BEARD, Notary Public.

(My commission expires April 7, 1934).

Care for Children Elderly People

At your Home--25 cents per hour

Afternoons, Evenings or Full Day Care by Kindergartener, experienced with invalids, Local and Foreign Credentials.

MODERATE RATES

2400 Durant St. Hotel Ivanhoe, Room Tel. Berkeley 7954 Berkeley, Cal.

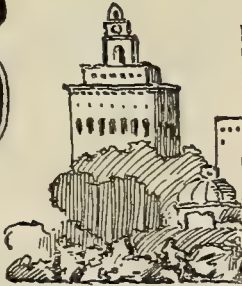
The OAKLAND
pioneer Columbarium
of the East Bay, rising
in majestic dignity
UPON THE HEIGHTS

OAKLAND
CREMATORIUM
COLUMBARIUM

Management
Norton J. and Teresina B. Morgan



BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

Volume Seven

Oakland, California, March 1, 1933

Number Thirty-two

CALENDAR FOR MARCH, 1933.

No Meeting on first Thursday because of moving.

March 5th to 11th, NATIONAL BUSINESS WOMEN'S WEEK.

See Inside Page for Detailed Program.

Interesting Events on Every Day.

DISTRICT MEETING

Saturday, March 11th, at Hotel Leamington.

Club Members in this Bay District of the newly-amalgamated California Federation of B.P.W.C. will meet for Round Table Discussions at 5 o'clock P. M.

Dinner will be served in the ballroom at 6:30 P. M., \$1.10 per plate.

Watch daily papers for details of program later.

LUNCHEON

Thursday, March 16th, 12:15 P. M. Hotel Leamington. 60c.

Business Meeting. Club Members Only.

Election of Nominating Committee.

SPECIAL EVENT

Saturday, March 25th, 8 P. M. Hotel Leamington. No charge.

Homer Buckley will tell us of the new legislation proposed, and its significance in our city and in our state, some of it quite drastic in effect. It's just what we want to know.

DINNER

Thursday, March 30th, 6:15 P. M. Hotel Leamington, 85c.

Speaker: MISS WILHELMINA SMART.

Subject: "Intimate Glimpses into the Romantic Life of Balzac".

Soprano Solos: YZELLE PEDRONI, in French Songs.

Make Reservations for Luncheon and Dinner with Mrs. Shoolery, HO. 6642.

BUSINESS WOMENS HERALD

Official Publication of the
**BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.**

Bird M. Wilson.....Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the
interests of the
Business and Professional
Women's Club
Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

Pres.....Dr. Luella Stone Swauger
Vice-Pres.....Esther S. Goodwin
Secretary.....Matilda Wigger
Cor. Secty.....Anna Lignell
Auditor.....Amy Kirkendall
Treasurer.....Elsie G. Rae

DIRECTORS

Mary J. Johnson
Emilie J. Edmonds
Marion Dougherty
Georgia Maiden
Elsie O. Stoltz
Jessie D. Scott
Mrs. Sarah J. Shoolery
Executive Secretary
1608 Webster St. HO. 6642

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy

JUNIOR SECTION

Catherine Molinari.....President
Ann Clevenger.....Advisor
Matilda Wigger.....Advisor

MOVING DAY

At last it has come into our club life, through the passing of our club building into other hands, who have other uses for our quarters. After a thorough canvass, the club voted to accept the offer of Hotel Leamington. There will be very pleasant headquarters on the mezzanine floor, where we shall feel quite at home with our own furniture and books, and Mrs. Shoolery on duty in the afternoon. Let's get the habit of dropping in often for a little rest and chat. Luncheons and dinners will be served by the hotel in rooms to accommodate the particular number. We expect to be very happy there, as soon as the torn heart-strings from parting with the old building have healed. Anyhow, let's make it our real club home, because our hearts will be there, and we'll all be together there, working for the same things;

WHY WE CELEBRATE.

Because we are the largest national organization of business women in the world.

Because we want to do our part in company with 1325 other communities which will unite in stressing the civic responsibilities and individual progress of business and professional women.

Because we want to "tell the world" who we are and what we are doing; that we have 60,000 members, in a non-partisan and non-sectarian organization, its roster including Mrs. Herbert Hoover, wife of President Hoover, Mrs. Franklin Roosevelt, wife of President-elect Roosevelt, Mrs. Calvin Coolidge, Mrs. Nellie Tayloe-Ross, the first woman Governor in our country, Judge Florence E. Allen, the first woman Supreme Court Justice; Mrs. Bertha K. Landes, first woman Mayor of a large city; Miss Mary Anderson, Director of the Women's Bureau, Department of Labor, Washington, D. C., first woman to head a government bureau, and many, many others of note.

Because of our slogan, "At least a high school education for every business woman", in support of which we have a half a million dollars in scholarship and student loan funds.

Because of our international affiliation with the women of 18 countries, welded into an International Federation of B.P.W.C. through the visits of many of our members on Good Will Tours through the past few years, believing that as a better understanding develops between the women of all countries as well as between the men, and by organized effort the opportunities for business and professional women increase, and the standard of ability and accomplishment is raised, this organization can take its place as one of the potent influences for international peace.

Because of the important contribution we are making through our Research Department to the ascertainment of facts about the business women of America, as to what they are doing, what they earn, what they spend, what their responsibilities are, how age affects earning capacity, (and it is most interesting to find the many women receiving the highest salaries when over 60); wherein there is discrimination against them on account of sex.

Because two years ago, before the present wave of interest in economics and technocracy, we adopted a ten-year objective, constituting an intense study of economics, that our individual members may so relate themselves to the world of affairs and to society as a whole in an intelligent way as to be of service in the problems of taxation, legislation, cause and cure of unemployment, and others of civic importance.

Because we have affiliation with the American Academy of Political and Social Science and other national bodies of distinction.

Because we have gained the recognition of the nation as the principal organization representing the interests of business women, and our counsel sought in national conferences.

And because, as our National President, Mrs. Bowman, so ably said, "we are not afraid of the depression; we will make it pay us dividends; perhaps not in the form of coupons of interest, but a far surer safeguard for our future, in increased strength of character".

and that's what really makes home.

DISTRICT MEETING

Save the date, Saturday, May 11th, the close of Business Women's Week. It will be a chance for every one of us to meet the members of the new clubs who have come into the Federation in this district, and to renew acquaintance with our older friends in the organization. Our sister clubs of Alameda, Berkeley, Richmond and San Leandro will join with us as hostesses, and assist in providing the program. Can't we have 100 per cent attendance in our new home?

Mary Campbell has been recuperating at Ripon, with relatives. Bessie Wood Gustafson is not far away, so captured Mary for a few days visiting.

Our past president, Maud Ersen, has moved to the Hotel Leamington, and her new phone is HI. 2525.

Thirty of our members attended the dinner in San Francisco to greet our National President, Mrs. Bowman. She gave an inspiring talk, and made us prouder than ever of belonging to such a worth-while organization, and yet conscious of greater responsibilities.

AMONG OURSELVES

Some of our famous members the National organization will be "on the air" during Business Women's Week. so catch your radio programs. e, also, will have local representation, hooking up with the national speakers.

We are fortunate in securing Homer Buckley to explain to us the proposed legislation, some quite drastic in its changes. e is the official representative of the City of Oakland in Sacramento during the Legislature, and studies every bill carefully. This will be a most enlightening talk, giving us information that could not be easily secured by ourselves.

The last meeting in the club building was in complete accord with the purposes to which it is dedicated, "fellowship and service." As we listened to representatives of the various welfare agencies of our city, our hearts were deeply touched, and each one present felt the joy and the privilege of assisting in the splendid work detailed, by contributing as generously as possible to the Community Chest.

Community singing led by Lena Randall of songs written by Georgia Maiden and Matilda Gager, was a jolly feature, and the artists, Mr. and Mrs. Lette, charmed all with their sic.

Our President and Executive Secretary have been invited to attend, as representatives of the club, the Bay Bridge Celebration in Sacramento, this week. We know they'll "do us good".

What a vivid picture of life in America was painted for us by Erickson. His work is that of the true missionary, helping people properly, in keeping with civilization, getting an education, and not one word about losing one's own religious beliefs upon them.

Mrs. Taylor, of the Deodar has also been kept at home by the illness of her husband, and the necessary reconstruction work on the Inn after the fire there.

PROGRAM FOR NATIONAL BUSINESS WOMEN'S WEEK

The B.P.W. Clubs of the East Bay are uniting this year in the observance of Business Women's Week, and have arranged the following program, Teresina Morgan, Catherine Heineman, Adele Tupper and Lydia White forming the committee from our club.

Sunday, March 5th, at Berkeley Women's City Club, Durant Ave., 2 to 5 P. M., "Who's Who Tea", honoring the women in Berkeley B.P.W.C. who are in "Who's Who". All club members and guests invited. Interesting Program.

Monday, March 6th, Proclamation Day.
The Mayor of each city in East Bay will issue a proclamation declaring this week to be "Business Women's Week".

Tuesday, March 7th, Unemployment Relief Day.
At 12 o'clock noon, at Theatre Guild in Berkeley, a Spiritual Reverence and Stimulation Meeting, led by Rev. Dr. McCall.

Tuesday, March 7th, 8 P. M.
In the ballroom of Hotel Alameda, an open meeting.
Speaker: Dr. Frank W. Hart, noted economist.
Musical Numbers.

Wednesday, March 8th, Prosperity Day.
At 8:45 P. M., in auditorium of Alameda High School, an open meeting will be held under the auspices of the Girls Club.
Speaker: Dr. Aurelia Henry Reinhardt, President of Mills College.
Subject: "College Education as a Factor in Vocational Training for Women".

Thursday and Friday, March 9th and 10th, Educational Days.
Speakers will address students in the various schools concerning business and professional women. High School Students will visit places of business.

Saturday, March 11th, District Meeting, at Hotel Leamington, Oakland.
Joining with the Oakland B.P.W.C. for this meeting will be the B.P.W. Clubs of Alameda, Berkeley, Richmond, and San Leandro.

Interesting Round Table Discussions, 5 P. M.
Banquet, 6:30 P. M. Distinguished Woman Speaker. Fine Music.

Throughout the week window displays will be made for merchants, and general publicity given to the national observance.

Broadcasts over the radio by national women of distinction will be given in the east, and by our local women here.

Take note of the "ad" of Mrs. Moran in this issue, a former club member, and a business woman of whom we are proud. What could be more fun than to attend the Exposition in Chicago and then join her personally conducted group for two months in Europe?

A very large number came to the last "informal", but the beans held out and were good to the last bean. Mae Wilkin said farewell to us then, leaving the following day for White Sulphur Springs, W. Va. May it not be seven years before she is with us again.

JUNIOR JOTTINGS

Tuesday, March 7. Business meeting. The first meeting in our new club headquarters at the Hotel Leamington. The nominating committee will be elected, the new officers will be chosen in April, and your cooperation in both the elections is asked. Attend this meeting.

Saturday, March 11. Concluding Business Women's Week a dinner will be given by the Oakland Club with members of the State Federation attending. Every Junior is urged to attend. The Juniors have been asked to offer their services as ushers at the dinner, notify our President, OLYmpic 1393, if you find it possible to attend. Further details of the dinner will be found in another column of this edition.

Tuesday, March 21. A Kid's Party at Miriam Schwantes' home. And what fun is being planned, you just can't miss this party. If possible wear a costume in keeping with the kid idea, but it is not necessary that you come in costume, all that is asked is that you come. Miriam lives at 6389 Racine Street, Oakland, to reach her house from town take a Telegraph Ave. car to Alcatraz Ave. and walk west one block to Racine. All those planning to attend are asked to phone Miriam OLYmpic 3838. by March 20.

The stork is a busy fellow these days, he visited the home of a former member, Edith Keith Patterson and her husband, Dr. Virgil Patterson, on January 27 and left a fine baby boy. Congratulations to the Patterson family.

Durng a recent week-end Thanet Mellick Campbell, a former president, was in town from her home in Hollywood. Thanet wished to be remembered to all the girls and hopes that her next trip north will be at a time when she can visit the club.

Harriet Bakewell
Publicity Chairman

Maud Mitchell has been unable to attend club meetings of late because of the serious illness of her mother. Trust she will be with us soon.

Take note of the new members, and give them a cordial greeting next time you see them.

The Colonial Party and Dance and Play are still in store for us in the future, having been postponed that we might unite in observance of Community Chest Drive.

Didn't you enjoy the last Independent Woman? Such fine articles by noted writers on the most up-to-date subjects.

Our Mayor acceded to the request of women's organizations to appoint a woman on the Oakland Commission of Public Charities, and we are happy to say that our valued member, Helen Artieda, was the one selected.

ROSTER CHANGES

New Members

Amy E. Erickson,
5307 Telegraph,
Golden State Co., Ltd.
Dietitian.
Phone, OL. 3000

Mrs. Bertha McIntyre,
7510 Stockton St.
El Cerrito, P.O. Box 231.
Teacher, Lincoln School
Phone, TH. 1860

Mrs. Lothrop,
East Bay School of
Beauty Culture.
Instructor.
532 - 16th St.
Change of Address
Eunice G. Prichard,
839 1/2 Vermont St.
Phone, TE. 1198

IN SYMPATHY

Our hearts are sorrowing with Anne Kennedy in the loss of her dear mother. May our sharing make the grief lighter.

Pauline Otis was the guest speaker at the Livermore B.P. W.C. last Thursday on the subject "International Relations."

One of our members has an aversion to moving quickly, and says this is the life for her: (Maybe she needs Mrs. Havlin's reducing cure).

"I wish I wuz a cluckin' hen,
That's the life, you bet,
For all she does from ten to ten
Is set, and set, and set."

On Wednesday evenngs, beginning March 1st at 8 o'clock at her business rooms, 432 16th St., Pauline Otis will resume the series of talks on Bible History and Literature. They promise to be mose interesting. All are invited.

Antonio: "I never could understand why a fellow should not be allowed to have more than one wife."

Pitachio: "Well, after you are married, you'll realize that the law protects those who are incapable of protecting themselves."

EUROPE 1933

Cost \$698

MRS. SARAH R. MORAN
HOTEL COIT, OAKLAND
Tel. TEmplebar 5700

Elderly woman, excellent cook wishes to keep house for business woman or couple. Can look after child of school age. Stay nights. Wages \$15.00. Ph. LAKeside 3600—Local

ORA EGAN LINOTYPING

Publications Print
Only woman owning and operating Linotype in Alameda Co.
408 12th St. Tel. TE. 25

The OAKLAND
pioneer Columbian
of the East Bay, rises
in majestic dignity
UPON THE HEIGHT

OAKLAND
CREMATOR
COLUMBIAN

Managed by
Norton J. and Teresina B. Morgan

BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

ume Seven

Oakland, California, April 1, 1933

Number Thirty-three

CALENDAR FOR APRIL, 1933

ANNUAL MEETING BAY DISTRICT

Sunday, April 2nd, 10:30 A. M. at Stockton.

LUNCHEON

Thursday, April 6th, 12:15 P. M. 60c.

At Hotel Leamington, for Members Only.

Business Meeting. Election of Officers.

CARD PARTY

Friday, April 7th, Club Rooms, Hotel Leamington, 8 P. M.

Arranged by CARRIE P. KENNEDY.

Refreshments — Prizes — Cards, All for 50c.

DINNER

Thursday, April 13th, 6:15 P. M. 75c.

At Mary Dowd Reardon's Studios, 3100 Telegraph Ave.

Motion Pictures of Trip thru Panama Canal and showing

Buildings at Chicago World's Fair.

Exhibited by Mr. Lachelt, Travel Expert.

Cards and Games later.

INFORMAL SUPPER

Thursday, April 20th, 6:15 P. M. 25c.

At DR. SWAUGER'S Residence, 3785 Harrison St.

Supper Furnished by Outgoing Board.

Cards, Puzzles, Visiting, Songs, Good Time.

INSTALLATION DINNER, 6:30 P. M.

Thursday, April 27th. Castilian Room, Hotel Leamington, \$1.10.

RUDOLPHINE RADIL, Soprano.

WILLIAM PETERSEN, Tenor.

JOSEPHINE SWAN WHITE, Reader and Accompanist.

Installation Ceremony.

Make Reservations for All Meetings — TEmplebar 0462.

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.

Bird M. Wilson.....Editor
1608 WEBSTER ST. Hol. 6642

Issued every month in the
interests of the
Business and Professional
Women's Club
Subscription Price \$1.00 per year

Entered as second class matter, Jan. 17th,
1927, at the post office at Oakland, Cali-
fornia, under the Act of March 3, 1879.

OFFICERS

Pres.....Dr. Luella Stone Swauger
Vice-Pres.....Esther S. Goodwin
Secretary.....Matilda Wigger
Cor. Secty.....Anna Lignell
Auditor.....Amy Kirkendall
Treasurer.....Elsie G. Rae

DIRECTORS

Mary J. Johnson
Emillie J. Edmonds
Marion Dougherty
Georgia Maiden
Elsie O. Stoltz
Jessie D. Scott
Mrs. Sarah J. Shoolery
Executive Secretary
1608 Webster St.....HO. 6642

SECTION CHAIRMEN

Book Review.....Hermine Kruger
Past Officers.....Carrie P. Kennedy

JUNIOR SECTION

Catherine Molinari.....President
Ann Clevenger.....Advisor
Matilda Wigger.....Advisor

In spite of the lecture by the S. F. Examiner, saying we should have known better than to stage a Business Women's "Convention" during the bank closing period, it was a very successful affair. In the first place, it wasn't a convention, and the time was set a year in advance, all over the nation. Our merchants arranged very beautiful and appropriate window displays, and the co-operation of city officials and the press generally was very fine.

Contacts were made through radio broadcasts and personal talks with the students and general public, the following members from our club participating: Adele Tupper, Josephine Holly, Laura E. Pinkston, Hermine Kruger, Fave Otis Buckley, Anna Lignell, Mrs. Coats, and Bird M. Wilson.

OUR GARDEN

Did you ever see so many people spading and digging and pruning and planting? Everywhere there's a bit of yard as big as a pocket handkerchief you'll find someone turning the ground and putting out some new growth.

The hills out Berkeley way are at last green with grass, and the poppies are coming out in rich profusion. Even the buttercups and mustard, so long delayed we feared they had forsaken us, are brushing the hillside with their lovely color.

Rain and sunshine follow each other in quick succession, and fleecy clouds pile high over the Golden Gate. It's April around the Bay!

Isn't it a gladsome time! The winter is past; the year's renewal has come!

Let's get out into the Garden of Life, with new thoughts, new endeavors, renewed courage, with new blossoms to bring forth, new fruits to garner, in our individual lives and in our club life, this Easter time.

CARD PARTY

You just can't keep Carrie Kennedy from money-making. Now she has planned one of her lovely card parties, to help Dr. Swauger and our retiring Board swell the club treasury as much as possible before leaving. There will be prizes at table, prizes at door, refreshments, and plenty for our money, all for the price of 50 cents.

Carrie hopes for a particularly fine attendance, as she plans it as a special compliment to the Doctor.

Make reservations with Mrs. Shoolery, TE. 0462.

APPRECIATION

The thanks of the club members are extended to the Tribune, the Post Enquirer, the Piedmonter, and The Shopping News, for their fine co-operation during Business Women's Week, and generous allotment of space to our endeavors.

Adne't we proud that the fine woman member of the Cabin Frances Perkins, is a member of our national federation?

Have you been bicycling yet? In Golden Gate Park special roads have been set aside for the pedalists, and special traffic cops hold up automobilists at all the crossings.

And the costumes! Even the finest from the smartest tailored tweeds to red polka-dot jamas. Fact.

Where can we find a place without too many hills in Golden Gate land?

TAKE NOTICE

The phone number of our club has been changed to TEmp 0462.

"Some pay their dues when they come, some when overdue, some never do. How do you do?"

NOMINATED FOR OFFICE

The Nomination Committee present the following for election to office to serve our club for the following year:

President, Mrs. Adele Tupper
Vice Pres., Miss Elsie O. Stoltz
Rec. Secty., Mrs. Florence Ring
Treas., Mrs. Ann J. Thomsen
Cor. Sec., Miss Anna A. Lignell
Auditor, Miss Elsie G. Rae
Directors:

Mrs. Alice G. Irwin
Miss Amy Kirkendall
Mrs. Lydia White

We have always been favored with splendid officers, and again a group of most competent, representative women have been selected by our nominating committee and consented to accept office at our hands.

Mrs. Tupper is well known in educational lines as a teacher and lecturer, and has been connected with the B.P.W. organization for years, in the east and in Berkeley before uniting with our local club.

Elsie Stoltz needs no introduction after her many services to our club and her capable direction of The Yellow Lantern.

Florence Ring has been a very faithful member, and is associated with Grant Miller, mortician.

Ann Thomsen's happy manner has made her well loved. She holds a secretarial position at the Central Bank.

Anna Lignell has been our Corresponding Secretary for the past year, and we want her again. She is connected with the Telephone Co. as Employment Supervisor.

Elsie Rae gave us splendid service this last year as Treasurer, and now changes to Auditor. She is with the Lincoln Automobile people.

Alice Irwin has been a loyal member for so long that introduction is not necessary. Amy Kirkendall steps from the position of Auditor to Director. She holds a responsible position with Paladini, wholesale seed good dealers. And Lydia White, an executive from Magnin's, as proven a most helpful member during her comparatively brief membership. So we are indeed to be congratulated, again, in obtaining such officers.

Tess Morgan and Mr. Morgan have just returned from a week in Southern California.

How we miss Catherine Heinemann! She felt it necessary to go to the home place at Spokane, Washington, for a time, but we are earnestly hoping it will not be for long.

We are glad to report May Schuler improving, after an illness of several weeks.

May Lacey Crowder we re-

gret to learn is quite ill, at her son's home, 3811 Randolph Ave.

Everyone was happy at our first big meeting in the new quarters. The Legislative Round Table was a live one, and created intense interest, and from inquiries coming in since from our visiting members we know that many clubs in the Bay District are active along legislative lines.

Our club quarters were homelike with our familiar furnishings and the lovely fern presented by the Hotel Leamington, and cineraria from the Leamington Florist.

We were happy to have so many officials as our guests, and the program was one of which we can surely be proud.

Our thanks are due to our new member, Eunice Kertell, for the floral centerpiece, and for the flowers for the last luncheon; to our good friend, Thomas, the Florist, for the profusion of daffodils, and to Elsie Stoltz for the candlesticks and general decorations.

ATTENTION

The editor takes the responsibility, personally, of directing the attention of every club member to the coming city election, and asking them to think particularly whether or not we need a woman member of our City Council; and if we have one who has proven an intelligent, honest, capable member, why we should not retain her in office? This is said without in any way reflecting on the qualifications of any other candidate, but on the basic question of a woman representative who is well qualified.

JUNIOR JOTTINGS

Tuesday, April 4. Annual meeting and election of officers. A record attendance is expected. Committee chairmen are requested to have annual reports ready to present at the meeting. Don't forget our new club rooms are at the Hotel Leamington.

Tuesday, April 18, at 7 P. M. Hotel Leamington. Installation dinner and our tenth birthday party. This is our gala social event of the year and it is hoped that every member will find it possible to attend and bring her friends. A program of real enjoyment is being planned. Dinner will be 85 cents per plate, cards giving further information will be sent out at an early date. The dinner will be informal.

Alice Pilione, our former vice president, is to become the bride of Eugene T. Nebiolo this month. The club extends very sincere wishes for a lifetime of happiness to Alice and Mr. Nebiolo.

We are sorry to learn of the illness of our former member, Lucille Bacque, who is now at St. Helena Sanitarium undergoing treatment. It is hoped that Lucille will soon return to Oakland with her health regained.

Save the date of April 18 for our tenth birthday anniversary and installation dinner. Make your reservations early.

Harriet Bakewell,
Publicity Chairman

DISTRICT MEETING

Saturday, April 1st, and Sunday, April 2d, at Stockton. Beginning with a president's dinner, Saturday evening, and business meeting Sunday morning, 10:30. Election of officers for the Bay District will be held, the present officers having been selected simply to serve from amalgamation to regular annual meeting. We do hope to have a large attendance. It will be a lovely motor trip at this season, and a chance to become acquainted with our Stockton sisters.

You can't make foot prints in the sands of time sitting down.

RECEPTION TO OFFICERS

Homer Buckley's talk was fascinating, as it took us behind the scenes and gave us a close-up on how our laws are made, especially in hectic times like the bank closing, and most enlightening on all important bills, especially the revolutionary changes in tax levy.

About 75 members attended, and then accepted Faye Otis Buckley's invitation to go to the Buckley home, where a reception was given to the outgoing Board, and a delightful social time enjoyed until the wee 'sma hours.

Dr. Swauger, Adele Tupper, and Alice Irwin had attended the birthday dinner in San Jose that evening, but hastened back thru the driving rain to join in the festivities at the Buckley home.

Carrie Kennedy was the spokeswoman for the hostess in presenting lovely corsage bouquets, with the following happy lines contributed by our rhymester, Matilda Wigger:

Dr. Swauger — President. On her they played a trick When Luella Stone they named her, Now we find that she's a brick.

Esther is a Goodwin for our President's Vice, The better that we know her, The more we think she's nice.

Matilda Wigger keeps record of your motions and your moves, Think twice before you Second—speak only words you choose.

Elsie is a Rae of Sunshine in good measure, Of all the others in the Club we consider her the Treasure(r).

Amy Kirkendall — Auditor. The little shrimp never gets mad Because the Ocean's so full of fishes and crab, The hardest thing now she has to figger, Is just how to make the ocean get bigger.

Anna Lignell — Corresponding Secretary — Her life is so crowded with "Hellos", "Long Distances", "Information" and "Rings", If she were a mind to, she could tell us some things.

Elsie Stoltz, Director, and Decorator too. Although her shoppe is yellow, you'll find that she's true blue.

Emily Edmonds — Director; —and when she isn't at the Club She'll fix you up to look like new, regardless of the mug.

Jesse Scott — Director. They say, and I guess 'tis true, She has so many children she don't know what to do.

Marion Dougherty—Director, is always on hands, She never strings US — just the pearls on the strands!

Georgia's just a Maiden we could never do without, She fits in any time and place, and is always round about.

Mary Johnson, Director, and when she isn't nursing ails, Spends her time contracting bridges; — when she bids she never fails.

Sarah Shoolery — Executive Secretary, is the person you should see, When you're in doubt of anything, the information's free, Her days are never finished, her time is all your own, When she can be of service to each and everyone.

IN SYMPATHY

Again one of our members has suffered a sad loss. We all remember the pleasant visits to our meetings of Ina Havlin's mother, Mrs. Georgiana Young, and how young and active she appeared, despite her 82 years. So we personally share in the sorrow of her passing away, and extend our sincere sympathy to Mrs. Havlin.

NEW MEMBER

Eunice Kay Fertell
Owner, Morse Flower Shop,
4498 Piedmont Ave.
Bus. Phone PI. 0177
Residence, 18 Ramona Ave.

EUROPE THIS SUMMER?

Instead of the Good Will Tours this summer, two International Study Groups will tour Russia and Central Europe, under the guidance of skilled educational leaders, one viewing the drama of the Soviet, experiment at close range, the other to study political, social and economic trends in Central Europe.

Opportunities for sight-seeing will be afforded, also. Both groups sail July 19th, returning August 29th. Prices exceedingly low. For details, inquire of Miss Ada Abelson, 1819 Broadway, New York, Room 912. Some of our National Federation Committee Chairmen will be in the groups.

Mrs. Shoolery says moving wasn't half the trouble anticipated, because of the fine assistance of Alice Irwin, Harriet Bakewell, Anna Burr, Mary Johnson, Mary Campbell, Freda Smith, and Lola Mitcheltree.

CHANGED ADDRESS

Marion Dougherty,
Home: 522 - 58th St.
Phone, PL. 5943-W.

RESIGNATIONS

Helen Lienhard
Laura Peterson

EUROPE 1933

Cost \$698

MRS. SARAH R. MORAN
HOTEL COIT, OAKLAND
Tel. TEmplebar 5700

Elderly woman, excellent cook wishes to keep house for business woman or couple. Can look after child of school age. Stay nights. Wages \$15.00. Ph. LAkeside 3600—Local 381

ORA EGAN LINOTYPING

Publications Printing
Only woman owning and operating Linotype in Alameda Co.
408 12th St. Tel. TE. 2575

The OAKLAND
pioneer Columbarium
of the East Bay, rising
in majestic dignity
UPON THE HEIGHTS

OAKLAND
CREMATORIUM
COLUMBARIUM

Management
Norton J. and Teresina B. Morgan





BUSINESS WOMEN'S HERALD



Official Publication of the Business
and Professional Women's Club
Oakland, California, May 1, 1933

Volume Seven

Number Thirty-Four

CALENDAR FOR MAY, 1933

No meeting May 4th to permit new Board to organize.

LUNCHEON

Thursday, May 11th, 12:15 P. M. Hotel Leamington 60¢
Speaker: Juan Vazquez, Jr. representing the National
Railways of Mexico. Subject: "A Trip to Mexico."
Exhibit of blown glass and other Mexican handicraft.

DINNER

Thursday, May 18th, 6:15 P. M. Hotel Leamington 85¢
Speaker: Dr. George P. Hedley
Subject: "From Matriarchy to Mothers' Day"
An examination of the idealization of motherhood from
the days of primitive nomadism to our own time, with notice
of Isis of Egypt, Kwan Yin of China, and the adoration of the
Blessed Virgin; and an enquiry into the underlying motives and
the POSSIBLE EFFECTS UPON THE REBUILDING OF SOCIETY.

CALIFORNIA STATE B. P. W. C.

May 20th and 21st. San Jose - Annual Meeting Amalgamated Clubs

BOOK REVIEW

Thursday, May 25th, 8 P. M. Hotel Leamington No charge.
Mrs. Thayer Rhodes of Berkeley who has spent considerable
time in the Islands will tell of "American Life in
the Philippines."
"Current Events" by Mrs. Pinkston.

INFORMAL

Thursday, June 1st, 6:15 P. M. at the home of
MISS SHERMAN, 964 - 18th St. 25¢
Supper, Cards, Puzzles, Visiting.

Make reservations with Mrs. Shoolery, Te. 0462

BUSINESS WOMEN'S HERALD

May 1, 1933

BUSINESS WOMEN'S HERALD

Issued every month in the
interests of the
Business and Professional
Women's Club, Inc.

OFFICERS

Pres. Anna Lignell
Vice Pres. Elsie O. Stoltz
Secretary Florence Ring
Cor. Secty. Nell B. Wishart
Auditor Elsie G. Rae
Treasurer Ann J. Thomsen

DIRECTORS

Alice F. Irwin
Lydia White
Amy Kirkendall
Mary J. Johnson
Emilie J. Edmonds
Marion Dougherty
Mrs. Sarah J. Shoolery,
Executive Secretary
Hotel Leamington Te. 0462

JUNIOR SECTION

Hazel Bonnelykke - President

OUR NEW DRESS

Whether you call it inflation, deflation, reflation, or just plain every-day economy, the news of our club will be sent you in this form for awhile, in the effort to reduce the expenses as much as possible, to the end that our dues may be reduced, we hope. Mrs. Shoolery will do the work instead of the printer. So please say you like it, at least for the time being.

Of course some of you are thinking of going to Chicago to the National Convention, July 9 to 15 - - Full particulars are posted in the Club rooms.

After the luncheon of May 11, you will want to read Stewart Chase's book on Mexico. It is in our Club library and is very fascinating.

GREETINGS FROM OUR NEW
PRESIDENT

It is with deep pleasure that I greet the Club as President. I am grateful for the opportunity to serve and learn, and trust that with the continued cooperation of every member, this coming year will go down in our Club history as another joyous and worthwhile year.

With a "Thank you" and kindest personal regards to each member.

Anna A. Lignell

HAND WEAVING

Bags, Scarfs, etc.
Special orders solicited!
Our own Club member

GRACE C. LYON
669 Alma Ho. 6263

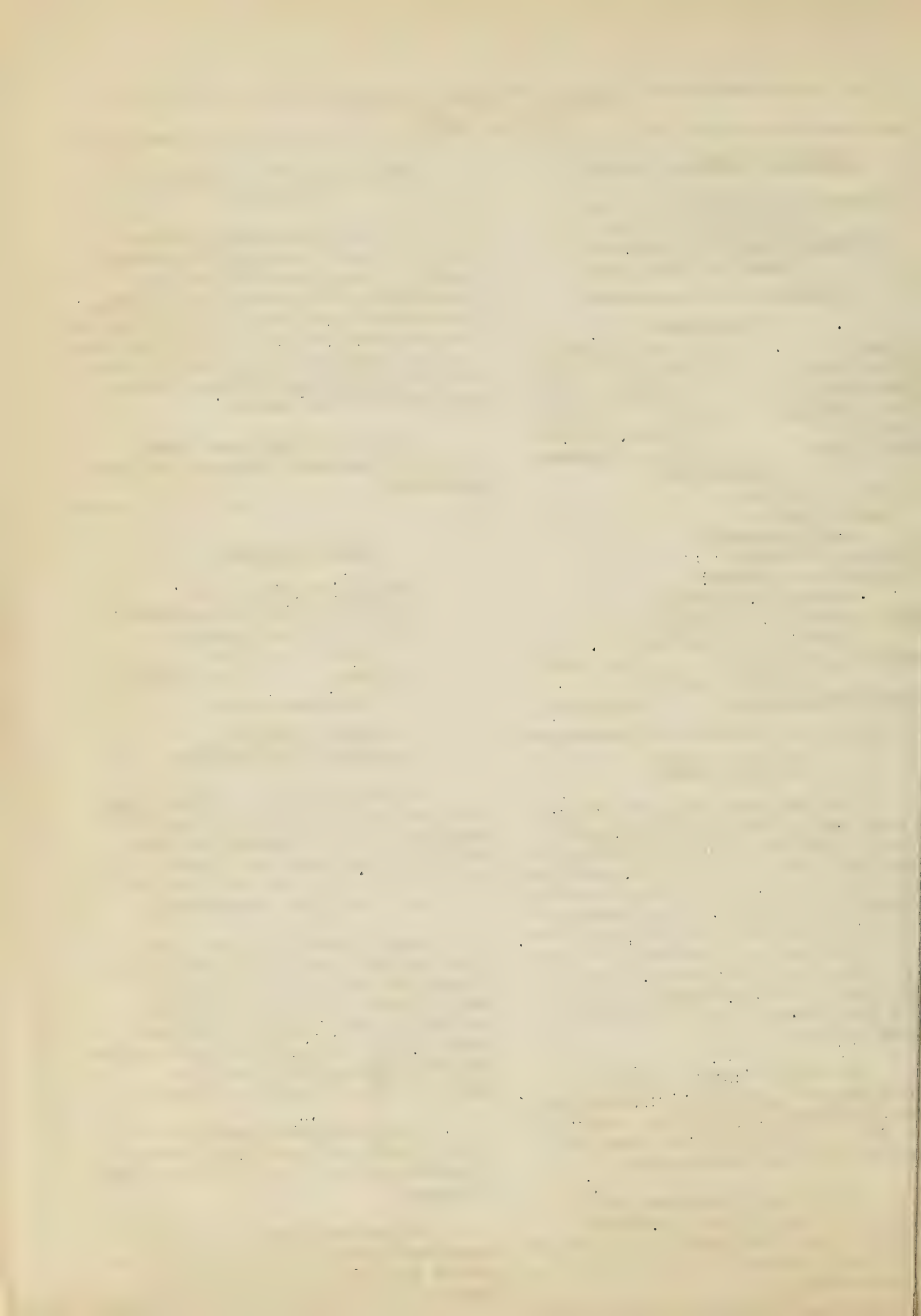
ANNUAL MEETING
CALIFORNIA FEDERATION

We always have a fine time at San Jose, and won't want to miss our first annual meeting with our amalgamated clubs of the state. Get details of the program from Mrs. Shoolery.

Anna Lignell, Lydia White and Esther Goodwin attended the District meeting at Stockton, and report a largely-attended and most interesting meeting. And by the way, anyone interested in bicycling, just call up Lydia White or Esther Goodwin.

Carrie Kennedy motored to Santa Barbara last week, with friends, to see the lovely wild-flowers.

If you need any catering remember Mrs. Lovett who served us so faithfully for so many years. Call her at Hi. 0144.



BUSINESS WOMEN'S HERALD

May 1, 1933

A message of appreciation for the many kindnesses of the Club members during her recent serious illness has been received from May L. Crowder. We are glad to state she is some improved.

Let's all remember to save our Honolulu coupons for our Club member, Maud Mitchel. We will all enjoy hearing about that trip to Hawaii.

Our Mrs. Tupper has been very ill and has found it necessary to give up all of her Club work for the present time. She will be greatly missed in all of the Clubs with which she is affiliated. When Mrs. Tupper found she would be unable to accept the nomination as President, Miss Anna Lignell, who was nominated for another office kindly consented to fill the vacancy.

The Board have had a busy month getting all records in shape to turn over to the new Board. On April 11th, Dr. Swauger entertained the Board members at a lovely dinner at the Women's Athletic Club. Following dinner, a business meeting was held.

On Monday, April 17, the Board gave a surprise dinner for Dr. Swauger. Decorations and program were arranged by Georgia Maiden, Matilda Wigger, and Elsie Stoltz.

More than seventy members and friends enjoyed our last Informal at Dr. Swauger's. The opinion is unanimous that Lola Stephens must have missed her calling when she can prepare such delicious macaroni in such large quantities.

Through the courtesy of the Golden State Creamery Co., we were able to have the delicious sour cream dressing with our cold slaw at the last Informal. We also appreciate their furnishing our salad cups. "So don't forget - GOLDEN STATE!"

Our sympathy goes out to Anna Burr in the loss of her brother this month.

Our speaker for May 18th, Dr. George P. Hedley, was born in China and was also a member of the two last Archeological expeditions to Palestine from the Pacific School of Religion in Berkeley. How fortunate to have secured Dr. Hedley who is an internationally noted scholar.

A request from the Program Committee to all Club members! Please bring to the Club headquarters any items of Mexican handicraft that you have and help make an interesting exhibit at our Mexican luncheon.

Thanks to our Program Chairman, Mrs. J. S. White, we have had a delightful mixture of serious and gay during the past year. In accord with the program outlined by the National, we have featured the study of Economics. We have listened to speakers on all civic movements; we have learned of the latest trend in state legislation; we have had helpful and scientific psychology; we have traveled in foreign countries; we have been thrilled with opera in song and story, and charmed with literary high lights. Truly, a full year of good things.

We know we will have many worthwhile programs in the coming year with our new Program Chairman, Faye Otis Buckley already busy on the job.

May 1, 1933

JUNIOR JOTTINGS

Tuesday, May 2 at 8 P. M., the first business meeting of the new club year with our new president, Hazel Bonnelykke presiding. Cooperate with your new president and make this year one of our most successful. It is urgent that every member make an effort to attend this meeting and aid in the formation of plans for the next year.

Tuesday, May 16. Social meeting. Plans for this meeting will be discussed at the business meeting.

To those of you who have not been fortunate enough to meet our new officers, we present them to you, they are: President, Hazel Bonnelykke; Vice President Rhobie Irwin; Recording Secretary, Agnes Murray, Corresponding Secretary, Phyllis Ford; Treasurer, Elvora Ham; Auditor, Marina Ham; Directors, Catherine Molinari, Miriam Schwantes, and Bettye Sukk. The Juniors feel fortunate in having such a fine group of officers representing them.

One of the most delightful dinners ever given by the club was held on April 18. The affair marked the tenth birthday of the club, this event was appropriately commemorated with a birthday cake bearing 10 candles. Installation of the officers and initiation of new members were also features of the program. Dr. Luella Swauger, Miss Alice Moore, and Miss Annie Woodall were our honored guests. Miss Woodall gave a most interesting talk in which she stressed the point that "WE are the National Federation of the BPWC." Credit for our delightful musical and dancing program goes to our two members, Miriam Schwantes and Phyllis Ford.

It was good to see two of our old members at the dinner, Eva Chiesa and Genevieve Tocchini. We were so glad to see two former members at the affair: Alma Kofoed, a former President, and her sister, Frances.

Frances Kofoed is one of the many girls in the Eastbay who is entered in the Hawaiian Cruise Contest, the Juniors are giving her their support. Frances would appreciate it so much if you would save all votes obtained by you for her. Send the votes to Hazel Bonnelykke, care of the club, and Hazel will see that Frances receives them.

One of the club's most active and popular members, Josephine Damaschino del Tredici, has found that the role of housewife requires all her time and so has presented her resignation to the club. The club regrets "Jo's" decision.

Everyone is just bubbling over with enthusiasm and appreciation for the remembrances received from their Pals. By the way, have you written to your Pal?

It has been sometime since we have seen the following members down at club: Dollie Soberanos, Eleanor Breen, Mary Zenardi, Luella Craig, Alice Harmon, and Alta Russell. We hope all of these girls will come down to our meetings and help us plan for the new club year. Our new club rooms are on the mezzanine floor of the Hotel Leamington.

Harriet Bakewell
Publicity Chairman





BUSINESS WOMENS

HERALD



Official Publication of the Business
and Professional Women's Club
Oakland, California, June 1, 1933

Volume Seven

Number Thirty-Five

CALENDAR FOR JUNE, 1933

INFORMAL

Thursday, June 1st, 6:15 P. M. at the home of MISS SHERMAN,
964 - 18th St. Supper, Cards, Puzzles, Visiting 25¢
Please bring your own cards and any puzzles you may have!

LUNCHEON

Thursday, June 8th, 12:15 P. M. Sharp - Hotel Leamington 60¢
WORLD'S FAIR - - CENTURY OF PROGRESS.
Mr. J. B. Hubbard representing the American Express will tell
us about the many interesting things to see at the Fair.
Mr. L. T. Haggerty representing the Santa Fe will tell us about
the specially arranged tour for the Business and Professional
Women's Club on which nine of our Alameda members are going,
attending our National Convention as well.
Mrs. Josephine S. White - Program Chairman for the day.
Community Singing specially arranged by Mrs. Delena Randall
and Matilda Wigger, Community Singing Committee.

CARD PARTY

Thursday, June 15th, 8:00 P. M. Hotel Leamington - Club Rooms 50¢
Cards, games and puzzles - Refreshments and door prizes.
Chairman: CARRIE KENNEDY

BLIND HOME PROGRAM

Friday, June 16th, 7:30 P. M. to 8:30 P. M.
This will be the first of a series of four programs to be
given during the year and a snappy program is promised.
Let's bring happiness to these people by attending this
program.
INDUSTRIAL HOME FOR THE ADULT BLIND, 3601 Telegraph Ave.
Chairman: MAUD PETERSEN

5791
1000

1854

11/1

1854

LUNCHEON

45¢

ANNA LIGNELL - Program Chairman of the day.

ORIENTAL DINNER

65¢

Birthday party honoring May, June and July birthdays.

WITHOUT A TICKET. RESERVATIONS LIMITED TO SIXTY.

Chairman - META MOHR.

BUSINESS WOMEN'S HERALD

Issued every month in the
interests of the
Business and Professional
Women's Club, Inc.

OFFICERS

Pres.	Anna Lignell
Vice Pres.	Elsie O. Stoltz
Secretary	Florence Ring
Cor. Secty.	Nell B. Wishart
Auditor	Elsie G. Rae
Treasurer	Ann J. Thomsen

DIRECTORS

Alice F. Irwin
Lydia White
Amy Kirkendall
Mary J. Johnson
Emilie J. Edmonds
Marion Lougherty

Mrs. Sarah J. Shoolery
Executive Secretary
Hotel Leamington Te. 0462

JUNIOR SECTION

Hazel Bonnelykke - President
Emilie Edmonds - Advisor

We know many of you will wish to keep the lovely poem written by Dr. George P. Hedley which follows:

Whether 'tis Rhea of the ancient
 song,
Or Demeter, earth-mother of the
 race;
Or Artemis, untiring in the chase,
Or tall Athene, foe of civic
 wrong;
Whether 'tis Isis fair, than death
 more strong,
Or Ishtar, calling all to her
 embrace,
Or Kwan-Yin of the ever peaceful
 face,
Or maiden Mary, placed the gods
 among - -

She is the mother-refuge of man-
kind,
By all men honoured, ev'rywhere
adored;
We search her countenance,
therein to find
The promise of humanity's accord.
In this her worship, duly under-
stood,
We serve her rightly, serving
motherhood.



BUSINESS WOMEN'S IDEAL

COMMITTEES

ACTIVITIES

Maud E. Petersen, Chairman
Josephine King
Adele Walter
Ann Clevenger

BIRTHDAYS

Meta Mohr, Chairman
Delena Randall
Mabel Little

BUSINESS WOMEN'S WEEK

Ella Saylor Brooks, Chairman
Grace Lyon
Daisie Short
Rose Burckhalter
Marie Graves
Margaret Chalmers
Josephine Holly
Alice Burnell

CARD PARTIES

Carrie Kennedy, Chairman
Ida Havlin
May Schuler
Alice Irwin
Elsie Beaumont
Blanche Walsh

CIVIC RELATIONS

Pauline Otis, Chairman

CLIPPINGS

Mary Campbell, Chairman

COMMUNITY SINGING

Delena Randall, Chairman
Matilda Wigger

EDUCATION

Bertha McIntyre, Chairman
Lorene Killey
Elisabeth Sherman

FLORENCE KING SCHOLARSHIP FUND

Hermine Kruger
Mary Barmby
Dr. Luella S. Swauger

HEALTH

Florence Bussell, Chairman
Dr. Lillian Shields
Mary Johnson

HERALD

Bird Wilson, Chairman
Anna Burr
Nell Wishart
Lola Stephens
Ann Thomsen

INFORMALS

DeEtte Spangler, Chairman
Amy Erickson
Lola Stephens
Olive Cathcart
Claudine DeToy

INTERNATIONAL RELATIONS

Dr. Luella S. Swauger

JUNIOR ADVISOR

Emilie Edmonds

LEGISLATION

Bird Wilson, Chairman
Jennie Hammond
Marcella B. Graham

LIBRARY

Nell Wishart, Chairman
Hazel Steen

MUSIC

Rudolphine Radil, Chairman



BUSINESS WOMEN'S HERALD

MEMBERSHIP

Mary Campbell, Chairman
Freda Smith
Maud Mitchel
Olive Cathcart
Georgia Maiden
Ida May Renton

"ON TO CHICAGO"

Josephine S. White, Chairman

PARLIAMENTARIAN

Eloise Cushing

PROGRAM

Faye Otis Buckley, Chairman
Blanche Stedman
Mary Barmby

PUBLICITY

Anna Burr, Chairman
Lydia White

PUBLICITY TO NATIONAL

Josephine S. White, Chairman

PUBLIC RELATIONS

Teresina B. Morgan, Chairman

RECEPTION

Dr. L. S. Swauger, Chairman
June S. Smith
Jean Baird
Mabel Saylor Davidson
Lois Martin
Dr. McGilvery
Karin Johnson
Ora Egan
Effie Barnes

RESEARCH

Susanne M. Chalmers, Chairman

SERVICE CLUB COUNCIL

Helen S. Artieda

SUNSHINE

Lea Brunquist, Chairman
Adele Tupper
Elizabeth Gockio
Alice Kirkland

WAYS AND MEANS

Elsie Stoltz, Chairman
Amy Kirkondall
Elsie Rao
Jessie Scott

"ON TO CHICAGO"

No doubt a number from our Club are planning to attend the Century of Progress in Chicago this year and also the National Convention of B. P. W. C., July 9 to 15. Rates have never been so reasonable. Special reduced fares are being offered to Club members and their families and identification certificates may be secured from the National thru the Club Secretary. Any Club members planning the trip to Chicago should ask for certificates at once as they must be ordered from Chicago. Rates and complete program plans for the Convention may be found in the Club rooms. Let's hope we will have a fine representation at Chicago.

"ON TO CHICAGO" LET'S GO!

Club members planning a trip to the Century of Progress include Josephine S. White, Ann Kennedy, and Matilda Wigger.

Jessie Scott left Oakland Saturday, May 27th for a month's trip to Chicago.

Mrs. Artieda was in Sacramento during May to attend a conference.



STATE CONVENTION

Our President, Anna Lignell, Dr. Luella S. Swauger and Dr. Lillian Shields attended the State Convention at San Jose. A large delegation attended from all over the State and the city was attractively decorated with banners of welcome. All of the same officers were elected for the coming year. Reports and recommendations will be given at a meeting in July.

AMONG OURSELVES

What a fine inspiration our past officers are to our Ways and Means Committee! At the close of the Club year, they turned over \$40.00 to the Club treasury.

Ann Kennedy is being sent by the Physicians of Oakland to Chicago as a delegate to the Convention of Medical Librarians. She will also attend the Century of Progress.

Bird Wilson is planning a trip up the Redwood Highway over Decoration Day.

Louise Schmitts is planning a trip to Mexico this summer. After our interesting Mexican luncheon this last month, we all know what a lovely trip she will have.

We were so glad to see the Junior President, Hazel Bonnelykke, at our Club dinner. We hope more of the Juniors will attend our Informals and dinners this year and that our members will enjoy some of the Junior's meetings so we may become better acquainted.

Dr. Swauger found that being a State Convention delegate seems to act as an incentive to the babies!

We were so glad to welcome our Club member, Mrs. Ottalie Porter of the Reliable Letter Shop, at our last Club luncheon after a several months absence from the Club meetings because of illness. We hope to have her with us often now.

Mrs. Havlin and her sister, Miss Young, from Auburn, N. Y. have been visiting Mrs. Havlin's daughter, Mrs. Tolan in Los Angeles during this past month.

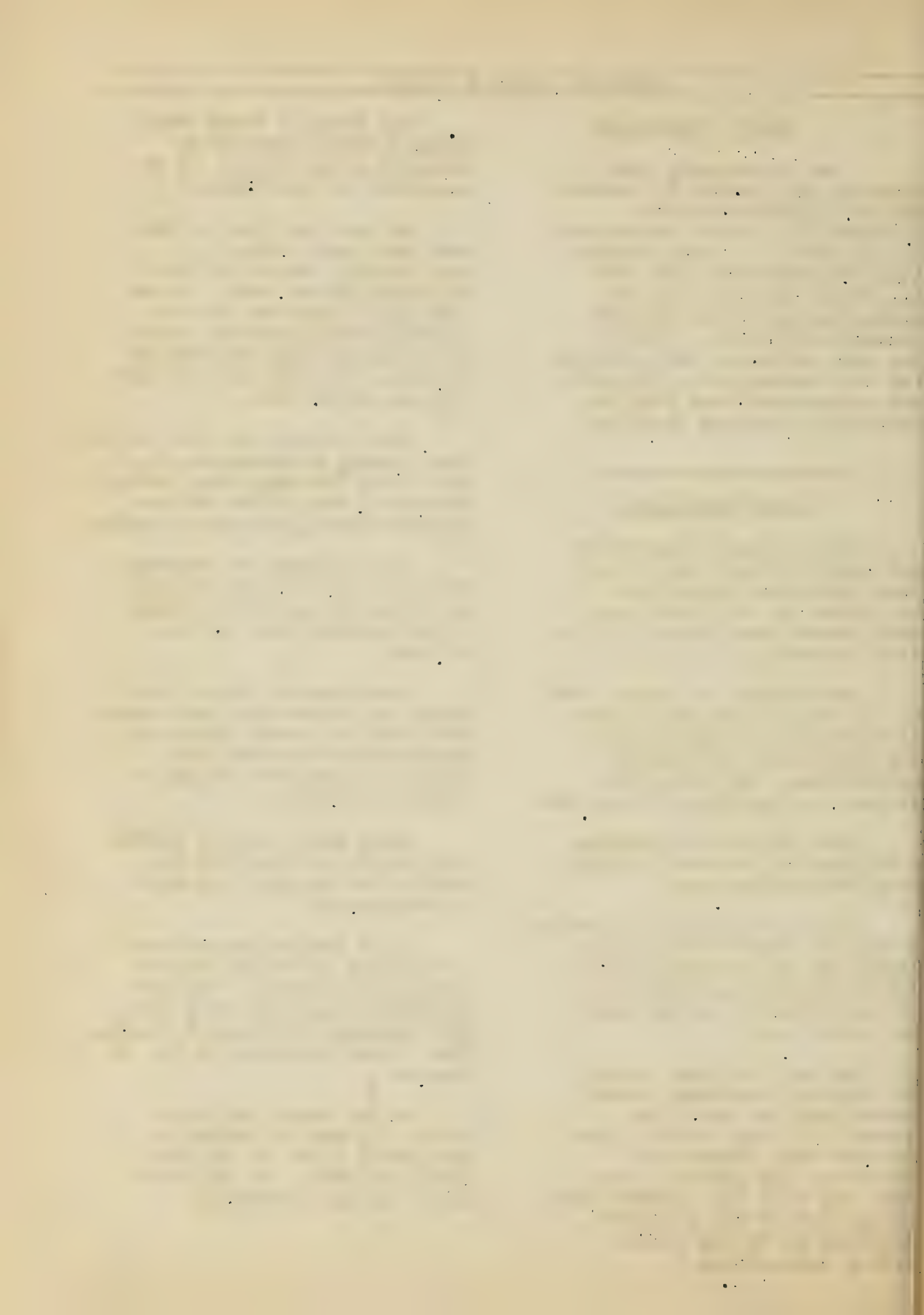
Mary Barnby, in company with her sister, Dr. Barnby of Berkeley has been taking a much needed rest in St. Helena.

Josephine S. White was among the sick this past month but with her usual spirit of cooperation attended the Club meetings even though it took an effort.

Jean Baird took a little corner of her vacation recently and spent a few days in Brentwood.

Ella Saylor Brooks took a week-end vacation trip to Carmel this month. She also enjoyed a business trip with her husband, visiting Yosemite, Pine Crest and home by way of Fresno.

Alice Moore has been quite ill and is taking a necessary leave of absence from her work. We all wish her a speedy recovery.



Our President, Miss Lignell is the proud Aunt of a fine baby boy. The young man is a son of Mr. and Mrs. L. A. Lignell of Oakland.

Elsie Stoltz, Lola Stephens, Mary Johnson, Karin Johnson and Josephine King, enjoyed a trip to Big Basin on Sunday, May 21. This is true Club comradeship.

DeEtte Spangler finds it quite an effort to drive her new car while getting the first mileage.

On Sunday evening, May 14, Mrs. Otis and Miss Wilson enjoyed an impromptu supper at the Hotel Alameda, planned to honor Mrs. Richardson, National Field Secretary. A pleasant evening was spent although Mrs. Richardson was unable to reach Alameda until Monday.

On Monday, May 15, Dr. Luella Swauger attended the supper for Mrs. Richardson at the Hotel Alameda. The evening was spent in informal discussion. Louise Jolly of Alameda brought to the meeting an extremely interesting map of the California B. P. W. C. Clubs drawn to scale.

Miss Rudolphine Radil, Mr. Petersen and Mrs. Josephine Swan White repeated the program they gave at our Installation Dinner at the Installation Dinner at the Richmond Club Tuesday evening, May 23. We are all proud of our talented Club members.

Don't forget to buy your tickets early for the Oriental Dinner, June 29th. The number is limited to sixty and there will be no admittance without a ticket.

JUNIOR JOTTINGS

Tuesday, June 6. Business meeting. Important. Come.

Tuesday, June 20. Social meeting. An evening of bridge is being planned. An added feature will be the drawing of the lucky winner of the cedar box of handkerchiefs that the club is raffling at 10 cents a ticket. Bring your friends and prospective members to this meeting.

Another word about the cedar box of handkerchiefs that the club is raffling on June 20. If you desire more tickets, notify Hazel Bonnelykke, Alameda 3384W. There will be about 50 or more handkerchiefs in the chest, everyone is very lovely, and you and your friends can't afford to overlook this lucky opportunity to win them. Senior members may obtain tickets from any Junior or from Mrs. Shoolery.

Our president, Hazel, is vacationing early. With a group of friends she is making the excursion to Ensenada, Mexico, on the S. S. H. F. Alexander, during the holiday week-end. Bon Voyage, Hazel.

Norma Buzzalino is planning to spend her vacation in June at the popular resort at Hoberg's.

To Patricia Calhoun, district Emblem Chairman, the Juniors owe a sincere vote of appreciation for the very entertaining, novel and instructive Emblem Party she presented in May.

Harriet Bakewell
Publicity Chairman

ASTOR LENOX TILDEN FOUNDATION
500 Fifth Avenue
New York, N. Y. 10017

THE NEW YORK PUBLIC LIBRARY
ASTOR LENOX TILDEN FOUNDATION
500 Fifth Avenue
New York, N. Y. 10017

THE NEW YORK PUBLIC LIBRARY
ASTOR LENOX TILDEN FOUNDATION
500 Fifth Avenue
New York, N. Y. 10017

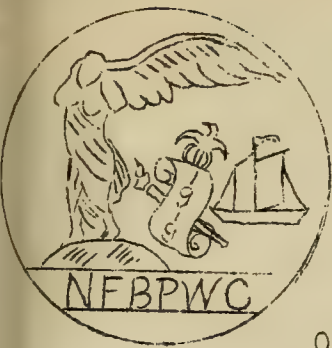
THE NEW YORK PUBLIC LIBRARY
ASTOR LENOX TILDEN FOUNDATION
500 Fifth Avenue
New York, N. Y. 10017

THE NEW YORK PUBLIC LIBRARY
ASTOR LENOX TILDEN FOUNDATION
500 Fifth Avenue
New York, N. Y. 10017

THE NEW YORK PUBLIC LIBRARY
ASTOR LENOX TILDEN FOUNDATION
500 Fifth Avenue
New York, N. Y. 10017

THE NEW YORK PUBLIC LIBRARY
ASTOR LENOX TILDEN FOUNDATION
500 Fifth Avenue
New York, N. Y. 10017

THE NEW YORK PUBLIC LIBRARY
ASTOR LENOX TILDEN FOUNDATION
500 Fifth Avenue
New York, N. Y. 10017



BUSINESS WOMEN'S HERALD



Official Publication of the
Business and Professional Women's Club
Oakland, California, July 1, 1933

Volume Seven

Number Thirty-Six

CALENDAR FOR JULY, 1933

NO MEETING, Thursday, July 6th because of the holiday.

LUNCHEON

Thursday, July 13, 12:15 P. M. Hotel Leamington 60¢
Business meeting! Members only.

PICNIC

Thursday, July 20, 6:30 P. M. John Hinkel Park, Berkeley 35¢

By car, drive out Grove to The Alameda, thence to
Marin, up Indian Rock Ave. to San Diego Road.

By street car, take a No. 6 car, marked Arlington.
Get off at Somerset Place and walk up Southampton to
San Diego Road.

Those having room in their cars for extra passengers
please notify Mrs. Shoolery.

RAIN or SHINE as the CLUB HOUSE has been arranged for
and we will have a good time regardless of the weather!

Chairman: DeEtte Spangler.

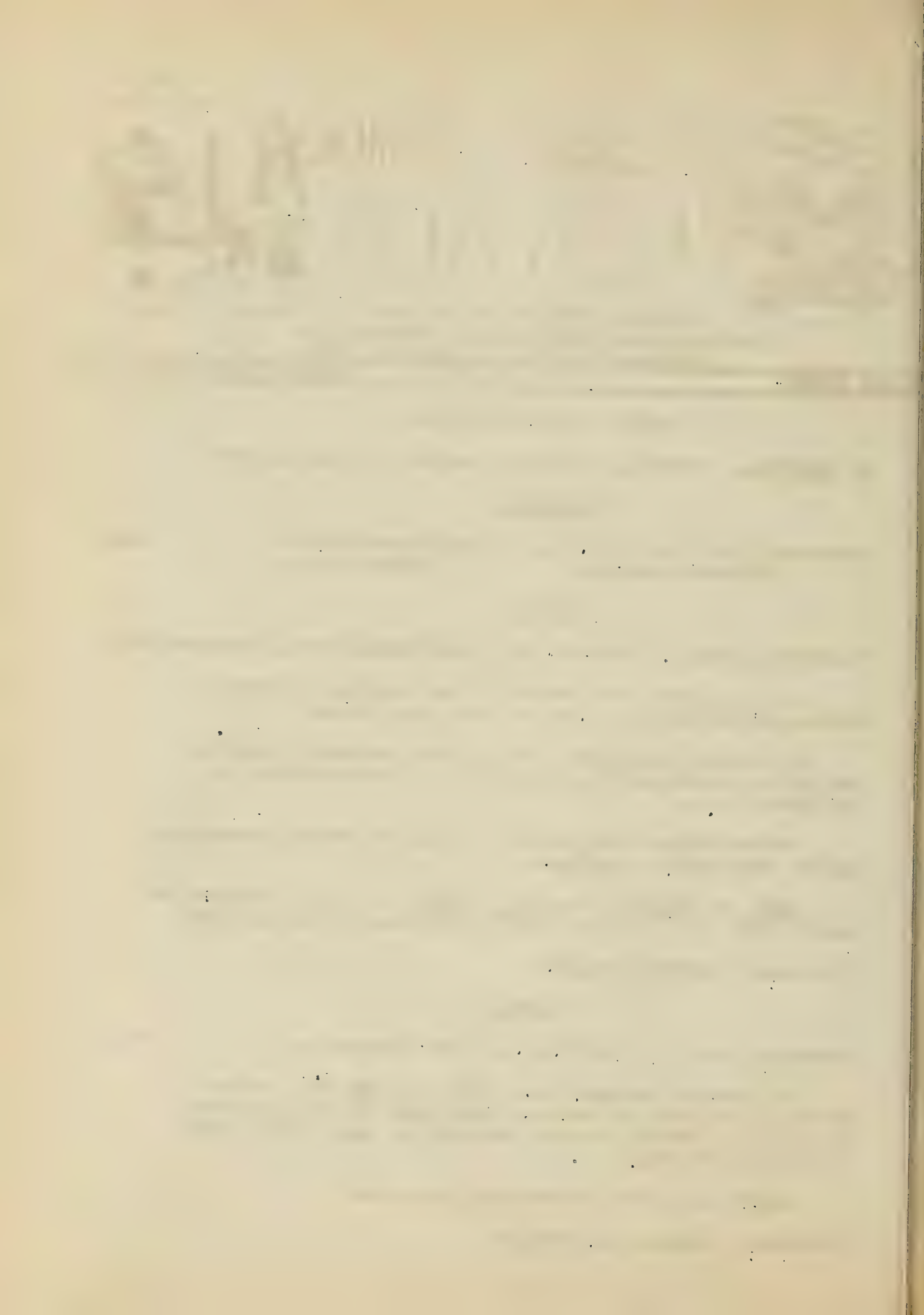
DINNER

Thursday, July 27, 6:15 P. M. Hotel Leamington 85¢

By Special Request, Mr. Juan Vasquez Jr., of the
National Railways of Mexico, will come to us again and
bring his slides of Mexico and tell us more about this
fascinating country.

Don't miss this interesting program!

Chairman: Teresina B. Morgan



OFFICERS

Pres. Anna Lignell
Vice Pres. Elsie O. Stoltz
Secretary Florence Ring
Cor. Secty. Nell B. Wishart
Auditor Elsie G. Rae
Treasurer Ann J. Thomsen

DIRECTORS

Alice F. Irwin
Lydia White
Amy Kirkendall
Mary J. Johnson
Emilie J. Edmonds
Marion Dougherty

Mrs. Sarah J. Shoolery
Executive Secretary
Hotel Leamington Te. 0462

JUNIOR SECTION

Hazel Bonnelykke - President
Emilie Edmonds - Advisor

The financial report showing the income and expenses for the year ending April 30, 1933 is now posted on the bulletin board in the Club office.

By error, the Emblem committee was omitted last month in the Herald. Lota Mitcheltree, Chairman - Habel Kuss, Laura Pinkston.

Quite a number of Club members enjoyed a splendid program at the Blind Home June 16th. The program was excellent and the appreciation shown by the blind people at the home showed plainly that the effort was worthwhile. Let's all attend the next program!

It might be well for some of you to bring your flash-lights to the picnic to light the paths between the Club House and the fire-place.

IN SORROW

Our hearts were saddened by the loss of one of our loyal club members this last month, May Lacey Crowder, who passed away at the home of her son in Oakland.

Beautiful country home near Napa, Calif. over-looking the Napa valley. Convalescents, elderly people or summer boarders. Rates very reasonable. For full particulars, ask Mrs. Shoolery.

Wasn't it fun to have a luncheon at the Telephone Company? Instructive, too! Now when we take down our receivers to call a number we can picture just what is taking place in the busy telephone office. Jim Shoolery, eight years old, opened the meeting by singing "America the Beautiful."

This week, we are all anticipating our "Oriental" dinner at the International Institute which our Birthday Committee is planning for us. From all reports we can expect a most interesting evening. Miss Radil, in Japanese costume, is to sing the Aria from "Madame Butterfly."

Anyone having any suggestions for programs, please communicate with the program committee: Faye Buckley, Chairman, Blanche Stodman or Mary Barmby. Mary Barmby will arrange the programs for August.

We know all of those who heard Mr. Vasquez, our speaker for July 27, at the luncheon will want to hear him again and will be glad an opportunity has been provided for those who are unable to attend luncheons to hear him, too.

BUSINESS WOMEN'S HERALD

Biennial convention of the National Federation of Business and Professional Women's Clubs. Hotel Stevens, Chicago, Ill. July 9-15.

General Chairman
Mrs. E. Pearl Warwick
28th Floor, Palmolive Building
Chicago, Illinois

Housing Chairman
Mrs. Monica Morrison
Room 530, Palmolive Building
Chicago, Illinois

Complete preliminary convention program is posted on the Club bulletin board. Rates have never been so reasonable.

You can attend the Biennial, including housing and meals and the Century of Progress for the week for the following amounts:

Economically	-	on \$40.00 plus transportation
Comfortably	-	on \$50.00 plus transportation
Expansively	-	on \$60.00 plus transportation

Mr. Haggerty of the Santa Fe will be glad to have you call him regarding your trip to the Century of Progress. They are booking many of the Alameda group. Reservations are filling fast and the N F B P W Special will leave Oakland at 9:20 A. M. July 6. Simply call him at Humboldt 9780 and he will be glad to call at either your home or business and give you complete rates.

Some of the Club members are talking about a side trip to Mexico in connection with a trip to Chicago. Here are some rate samples: El Paso, Texas to Mexico City and return to San Antonio, Texas or the reverse \$67.20. This fare only in connection with trans-continental tickets. S. P. trip to Mexico City and return - good for three months \$90.30 - Pullman \$51.00. Final return limit, Oct. 31, 1933.

If you have any Herald items, please phone them to the Club office.

CONGRATULATIONS ARE IN ORDER!

Our Vice-President, Elsie Stoltz and Mr. C. M. Wood were married on Thursday evening, June 22. They had a garden wedding at the home of the bride's sister, Mrs. Westcott, in Visalia. They are taking a short trip south, and will be at home after August 1, at 647 Cragmont Ave., Berkeley.

Another Board member, Emilie Edmonds, became the bride of Mr. F. C. Bruhns on June 17. They are enjoying a trip to Yosemite National Park and will be at home after July 5 at 3015 Bateman Ave., Berkeley.

"ON TO CHICAGO"

Our Club delegate, Mrs. Josephine Swan White, left for Chicago on June 9th, making the trip by car with Laura Pinkston's daughter. Mrs. White has also been asked to conduct a Music Round table at the Convention and we know we will all be proud of her.

JUNIOR JOTTINGS

To officers and Board Members: A board meeting will be held on Monday evening, July 10.

Tuesday evening, July 11. Because of the fact that a holiday falls on the date of our regular business meeting, our president has decided that we shall have but one meeting during July and that it shall be a business meeting followed by a social on the above date. Plan to attend. It will be held in the club rooms at the Hotel Leamington at 8 P. M.

The Juniors are happy to announce that the winning ticket for the chest of handkerchiefs was held by Miss Mary Campbell, one of the Senior members. Miss Campbell feels that the powers of the four leaf clover should be given credit for her good luck - she was fortunate enough to find one recently.

Violet Peck has been enjoying a wonderful vacation up at Huntington Lake.

Interesting events in the lives of several of our former members have taken place during June. Edith Mango became the bride of Thomas I. King, of San Francisco, at a lovely church service on June 21. Paula VanGelder, another former member, was married to Harry M. Canal, of Chicago, on June 27 in the eastern city. Mr. and Mrs. F. E. Whorff, Jr., (Grace Haskin) are the proud parents of a 6 pound boy born on Sunday June 18, in San Anselmo. The club extends its heartiest congratulations and best wishes to it's former members.

Remember during July the Juniors will have but one meeting, which is to be held on July 11.

Harriet Bakewell,
Publicity Chairman

AMONG OURSELVES

Dr. McGilvery and a group of friends spent the holiday last month at Clear Lake. We find she has been traveling often these days, including trips to Santa Cruz, Yosemite, Santa Rosa and various other points.

Esther Goodwin left June 16th, with her daughter and son, Mildred and Lester Ogden, for a months trip, including the Century of Progress in Chicago, Mammoth Cave, Grand Canyon, Bryce Canyon and Zion National Park.

Who says four leaf clovers aren't lucky? Mary Campbell attended the Junior meeting at which the lovely cedar chest of over fifty hankies was given away. She came prepared to win with a four leaf clover in her bag and sure enough, her number was the lucky one.

A card from Mrs. White says that she is to be at the Stevens Hotel, Chicago, the Convention Headquarters from July 9 to 15th. She reports a fine trip so far. Her present address is: 201 South East Ave., Oak Park, Ill.
% Mrs. John H. Swan.

Miss Lydia White spent a few days in June vacationing in Monterey.

AMONG OURSELVES, cont.

Miss Rudolphine Radil is planning to spend two weeks of July in Johnsville on the Feather River visiting her brother.

Ann Clevenger enjoyed a week-end trip to Yosemite recently.

We are all missing Lola Stephens who has gone to Emerald Bay, Lake Tahoe, for the summer. We will all be glad to welcome her back in September.

Lea Brunquist expects to tour Oregon and Washington for three or four weeks in July, visiting with relatives along the way.

Jean Baird has been vacationing in Los Angeles with her sister, Mrs. Eccleston.

Our President, Anna Lignell and her Aunt took a trip for several days this month, enjoying the "call to the wild" and stopping wherever the spirit moved them.

Nell Wishart and brother had an enjoyable trip to Yosemite on June 11th. They report seeing a great deal of dog-wood and snow-flowers.

Mr. and Mrs. Morgan spent a few days resting in Yosemite during June.

Florence Ring says she has to even use the brakes going up hill in her new car!

Margaret and Susanne Chalmers and Carrie Kennedy plan to motor to Wmerald Bay about July 15 to spend two weeks with Lola Stephens.

Josephine Holly and her mother vacationed in Monterey this last month.

DeEtte Spangler, Blanche Stedman and Mary Johnson motored to Lake Tahoe to meet Lola Stephens recently. Quite a drive in order to complete a four-some for Contract!

Bird Wilson expects to leave July 1st with friends for a trip to Grand Canyon, Bryce Canyon and Zion National Park.

Meta Mohr took a week-end trip to Los Angeles on June 23rd.

Mr. and Mrs. Davidson and Mr. and Mrs. Brooks are planning a month's camping trip at the foot of Mt. Lassen soon.

Mrs. Shoolery and family expect to leave July 1st to spend a week at Yosemite National Park. She will be back in the Club office on July 10th.

The decoration committee was also omitted in the June Herald. Those on this committee are: Chairman: Eunice Kertell, Mary Campbell, Bessie Whitaker, and Matilda Wigger.

We are all wishing for a speedy recovery for Miss Janice Austin, daughter of our Club member, Mrs. Margaret Austin, sho is seriously ill at a local Hospital.



BUSINESS WOMEN'S HERALD



Official Publication of the
Business and Professional Women's
Club

Oakland, California, August 1, 1933

Volume Seven

Number Thirty-Seven

CALENDAR FOR AUGUST, 1933

MOON-LIGHT PICNIC

Saturday evening, August 5, at the country home of Bess Clow
at Lafayette. 7 P. M.

25¢

Directions on inside page.

Chairman: AMY ERICKSON

LUNCHEON

Thursday, August 10, 12:15 P. M. Hotel Leamington
Program of ten minute talks by our own Club members!

60¢

Claudine DeToy will speak on "Radium and Xray - My
personal observations of interest to the laity -
particularly to women."

Hermine Kruger will give interesting bits of information
about our Student Loan Fund, including letters from some of
our worthy students.

The round-table talk on music, given by Josephine Swan
White, at the National Convention in Chicago, will be read.

BLIND HOME PROGRAM

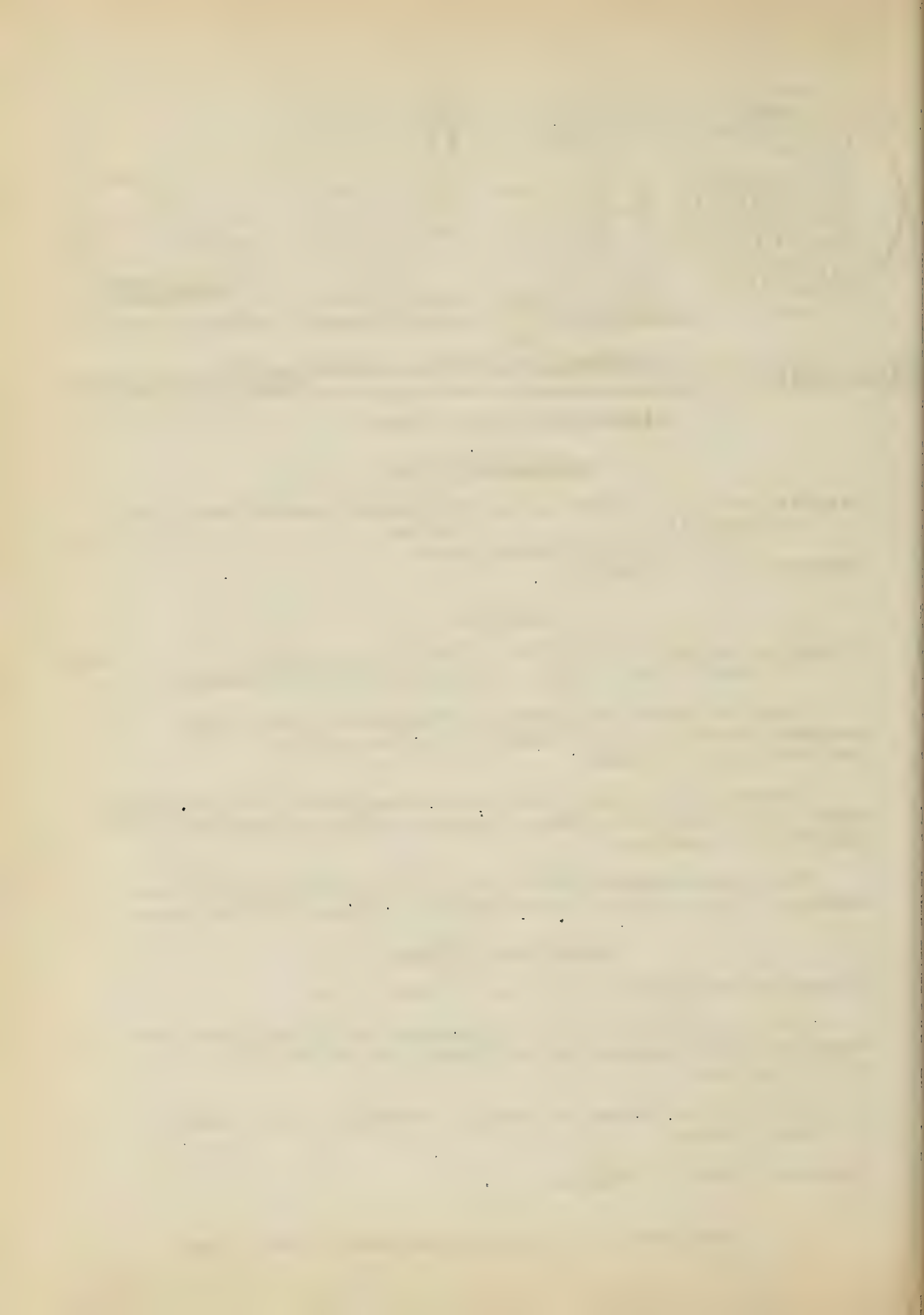
Friday, August 11th, 7:30 P. M. to 8:30 P. M.

This is to be the Fall Program put on by the Activities
Committee and a program is arranged of which the Club can
be most proud.

Let's all be there to bring a friendly word of cheer
to these people.

Chairman: MAUD E. PETERSEN

Program for the month continued on next page.



BUSINESS WOMEN'S HERALD

CALENDAR FOR AUGUST, continued

NO CHAIRMAN INFORMAL CARD PARTY

Thursday, August 17. 8:00 P. M. Hotel Leamington 35¢

Cards, Puzzles, Visiting, Refreshments!

Come and enjoy this informal vacation get-together.

No meeting on Thursday, August 24th because of the Quarterly Bay District Meeting, Sunday, August 27th.

BAY DISTRICT QUARTERLY MEETING

Sunday, August 27, Hotel Alameda, Alameda, Calif.

9:30 A. M. Board Meeting, President Gregson presiding.

10:30 A. M. Round Tables, District Chairmen presiding.

12:30 Luncheon Program. Round Table Reports, Chicago Convention Reports. Instructive Addresses - entertaining music - satisfying food. Price - 85¢

Let's have a 100% attendance at this meeting!

Make reservations for luncheon with Mrs. Shoolery as soon as possible and not later than Friday, the 25th - No cancellations after Saturday, the 26th.

DIRECTIONS FOR PICNIC
AUGUST 5.

Turn right at Lafayette, at the Ethyl Service Station, to across bridge and past school - house and community hall until you reach road leading to the left, marked "To St. Mary's College". Follow the road for half a mile or so past three houses, and take road to left between third and fourth houses, crossing railroad track and across bridge and you are there. All those who have automobiles please report with Mrs. Shoolery at Club rooms how many they can take out.

"He that knows not, and knows not
that he knows not, is a fool.
Pass him by.
He that knows not, and knows that
he knows not, is worthy.
Teach him.
He that knows and knows not that
he knows, is asleep.
Awake him.
He that knows and knows that he
knows, is wise.
Follow him."

Mary Barmby, a member of the program committee, is arranging the program for the month of September.

THE JOURNAL OF THE

AMERICAN MEDICAL ASSOCIATION

PUBLISHED WEEKLY

CHICAGO, ILL., U.S.A.

Subscription price, \$5.00 per annum in advance.

Single copies, 15 cents.

Entered as second-class matter, May 2, 1902.

Postpaid.

Acceptance for mailing at special rate of postage provided for in Act of October 3, 1917.

Postage paid at Chicago, Ill.

Postmaster: This journal is published weekly.

Subscription price, \$5.00 per annum in advance.

Single copies, 15 cents.

Entered as second-class matter, May 2, 1902.

Postpaid.

Acceptance for mailing at special rate of postage provided for in Act of October 3, 1917.

Postage paid at Chicago, Ill.

Subscription price, \$5.00 per annum in advance.

Single copies, 15 cents.

Entered as second-class matter, May 2, 1902.

Postpaid.

Acceptance for mailing at special rate of postage provided for in Act of October 3, 1917.

Postage paid at Chicago, Ill.

Subscription price, \$5.00 per annum in advance.

Single copies, 15 cents.

Entered as second-class matter, May 2, 1902.

Postpaid.

Acceptance for mailing at special rate of postage provided for in Act of October 3, 1917.

Postage paid at Chicago, Ill.

Subscription price, \$5.00 per annum in advance.

Single copies, 15 cents.

BUSINESS WOMEN'S HERALD

OFFICERS

Pres.	Anna Lignell
Vice Pres.	Elsie Wood
Secretary	Florence Ring
Cor. Secty.	Nell B. Wishart
Auditor	Elsie G. Rae
Treasurer	Ann J. Thomsen

DIRECTORS

Alice F. Irwin
Lydia White
Amy Kirkendall
Mary J. Johnson
Emilie Bruhns
Marion Dougherty

Mrs. Sarah J. Shoolery
Executive Secretary
Hotel Leamington Te. 0462.

JUNIOR SECTION

Hazel Bonnelykke - President
Emilie Bruhns - Advisor

"That best portion of a good man's life - his little, nameless, unremembered acts of kindness and of love." Wordsworth.

We were pleased to have as a visitor at our last luncheon Mrs. Lorena Peckhan, Vice President of the Santa Monica Bay B. P. W. C.

Our sympathy goes to our member, Margaret Austin, in the loss this last month of her daughter, Janet.

Wasn't the John Hinkel Park a lovely place for our Informals committee to choose for a picnic? We really broke all records for every member who had made a definite reservation attended. We hope that record will continue throughout the year.

Marie Graves wishes someone to share her bungalow with her for the summer. No Rent!
Phone - Higate 0201.

We are all wishing a speedy recovery for Miss Edna Cathcart, sister of Olive Cathcart, who is ill in a San Francisco Hospital.

The members of the Board of Directors for last year and for this year entertained at an informal miscellaneous shower for our two Club brides, Elsie Wood and Emilie Bruhns at the home of Dr. Swauger on Tuesday evening, July 25th. The committee in charge of arrangements was as follows: Elsie Rae, Chairman, Marion Dougherty and Nell Wishart. The brides were given much sound advice along with their gifts and the two husbands were duly initiated by Mr. Swauger so that they are now prepared to join the ranks of Club Husbands.

AMONG OURSELVES

Eunice Prichard took a week-end trip to Lake Tahoe recently.

Marie Graves has been on a vacation trip to the High Sierras.

Lota Mitcheltree is having a lovely trip up the Redwood highway to Portland, Seattle, and continuing as far as Vancouver and Victoria, B. C.

Anna Burr has made several week-end trips to Los Altos recently to visit her brother.

We were glad to welcome Esther Goodwin back this month after her vacation trip. She has decided she prefers Oakland weather to that of Chicago.



BUSINESS WOMEN'S HERALD

AMONG OURSELVES, cont.

Marion Dougherty and mother spent the Fourth of July holiday at Lake Tahoe, visiting Lola Stephens.

Meta Mohr is enjoying a trip to Alaska.

Alice Burnell is planning to spend her vacation at Skaggs Springs in Sonoma County.

Lorene Killey is vacationing at the Oaks in Placer County.

Florence Ring and family are at home again after a visit to Seattle, Washington.

Elsie Rae spent the Fourth of July visiting her sister in Fresno.

Georgia Maiden and her mother enjoyed a week's vacation at Mill Valley with friends.

Marcella Graham and daughter and Louise Schmits are planning a trip to the Canadian Rockies in August starting out with no particular destination in mind.

Hermine Kruger spent a few days at Carmel in July.

Alice Moore is spending her vacation at Monterey Bay.

Others away on vacation at present include Iva Havlin and Helen Artieda.

We were all glad to see Jessie Scott at the picnic, her first club meeting since returning from a trip to the Century of Progress at Chicago.

JUNIOR JOTTINGS

Tuesday, August 1, Business meeting. Plans will be completed for several very interesting activities scheduled for the coming months.

Our social, this month, is to be of real interest to every member. For the week-end of August 12 and 13, Phyllis Ford has very generously offered the members the use of her family's cottage on the Russian River. The accommodations are limited so it will be wise to come to the meeting on August 1 and make definite arrangements or else telephone Phyllis Ford, Templebar 0846 as soon as possible and not later than Wednesday, August 9.

At the last meeting it was unanimously decided to give a membership tea in September, the exact date has not as yet been selected. Rhobie Irwin is chairman of the event and will be assisted by our membership chairman, Catherine Molinari.

Our president, Hazel Bonnelykke, motored with her mother and sister to Seattle for a visit during the last two weeks of July.

Marina and Elvera Ham spent their vacation motoring to Los Angeles to visit their sister.

Kathleen Bugler reports a grand two weeks vacation at Lake Tahoe where she did much horse back riding, including an eight mile ride with friends.

Harriet Bakewell
Publicity Chairman



BUSINESS WOMENS HERALD

Official Publication of the
Business and Professional Women's Club
Oakland, California, September 1, 1933

Volume Seven

Number Thirty-Eight

CALENDAR FOR SEPTEMBER, 1933

VACATION LUNCHEON

Thursday, September 7, 12:15 P. M. Hotel Leamington 60¢

Program of interesting vacation reminiscences told by
META MOHR, SUSANNE CHALMERS, BIRD WILSON, and JESSIE SCOTT.

Chairman: ELLA SAYLOR BROOKS.

DINNER

Thursday, September 14, 6:15 P. M. Hotel Leamington 85¢

MISS HARRIET G. EDDY, State Home Demonstration Leader, also
Assistant Professor of Agriculture at U. C. in the Agricultural
Department, will speak on "Russia." Miss Eddy was in
Russia in 1927 and again in 1930.

The music will be arranged by MISS RUDOLPHINE RADIL.

Chairman: MARY BARMBY.

PICNIC

Thursday, September 21, 6:00 P. M. Lakeside Park 40¢

Easily reached by cars No. 18 or 12 or by automobile.
Boat rides and community singing.

Chairman: DeETTE SPANGLER.

RECEPTION

Thursday, September 28, 8:00 P. M. Hotel Leamington 35¢

NINA DENE CRAWFORD of Berkeley will tell us of her work
and will present some one-act plays.

Hostesses: Reception Committee - DR. LUELLE S. SWAUGER,
JEAN BAIRD, MABEL SAYLOR DAVIDSON, LOIS MARTIN, ORA EGAN,
KARIN JOHNSON, DR. ELLA MCGILVERY, and EFFIE BARNES.

1700 1850
11/15/11



THE UNIVERSITY OF MICHIGAN
LIBRARY

THE UNIVERSITY OF MICHIGAN
LIBRARY

THE UNIVERSITY OF MICHIGAN
LIBRARY

THE UNIVERSITY OF MICHIGAN
LIBRARY

THE UNIVERSITY OF MICHIGAN
LIBRARY

BUSINESS WOMEN'S HERALD

OFFICERS

Pres.	Anna Lignell
Vice Pres.	Elsie Wood
Secretary	Florence Ring
Cor. Secty.	Nell B. Wishart
Auditor	Elsie G. Rae
Treasurer	Ann J. Thomsen

DIRECTORS

Alice F. Irwin	
Lydia White	
Amy Kirkendall	
Mary J. Johnson	
Emilie Bruhns	
Marion Dougherty	
Mrs. Sarah J. Shoolery	
Executive Secretary	
Hotel Leamington	Te. 0462

JUNIOR SECTION

Hazel Bonnelykke	- President
Emilie Bruhns	- Advisor

DINNER PROGRAM FOR SEPT. 14.

We are very fortunate to have the pleasure of hearing Miss Eddy who can give us much interesting information about Russia. As Miss Radil always arranges such fine music, we know that this dinner is one that we will be sure to attend.

RECEPTION

Nina Dene Crawford who is to be with us on Thursday, Sept. 28, is Director of the Children's Theatre of Berkeley at 2036 Durant Ave. She is a graduate of the Leland Powers School of the Theatre of Boston, Mass. This will be a rare treat and you will be most interested in hearing of Mrs. Crawford's work. Let's bring our prospective members as guests to this program.

Be sure and read the fine articles appearing in the Independent Woman. They are both inspiring and educational.

A group of the Club members enjoyed the Blind Home Program, August 11th. We hope even more will attend the next program, the date of which will be announced later, as it is your friendship and interest that these people need.

Those who did not attend our last luncheon at our Club rooms missed a real treat for we were served delicious roast duck which was very much enjoyed and appreciated.

NEW MEMBER

Olive Wallace,
Registered Nurse,
Detention Home.
1266 - 18th St.
Phone - Lakeside 0209.

Didn't we have a good time at the picnic at Bess Clows? The moon was perfect and Miss Virginia Marshall, a member of the San Francisco Club, made us delicious mayonaise demonstrating the new Wesson Oil mixer. She then provided the chief entertainment of the evening by agreeing to make doughnuts. Where there's a will there's a way for although we were all sure there wasn't dough enough to go around, a doughnut for each seemed to mysteriously appear. We hope Miss Marshall will be with us often.



BAY DISTRICT CONFERENCE

Our Oakland club made a fine showing Sunday, August 27, when thirty-five Oakland members attended the conference and luncheon in Alameda. The round tables were exceptionally worthwhile and interesting as many suggestions were brought back from the National Convention. Three of our own club members took part at the meetings. Mrs. Pauline Otis spoke at the International Relations round table and Miss Claudine Detoy gave a paper at the Health round table. Miss Bird Wilson presided at the round table on legislation. Miss Wilson presented Assemblyman Wm. F. Knowland who made clear to us that the Sales Tax was a part of the Riley tax bill we all voted for, as a new plan to relieve real estate of such heavy taxes and raise the money from sales of commodities, thus collecting the amount from all the people instead of real estate owners only. It is to be tried for two years.

A delegate from San Mateo made this statement at the membership round table: "In our club, we feel that membership in the Business and Professional Women's Club is as necessary to the business woman as her daily paper. It is a necessity to us as individuals and also to the community in which we live for the part it plays in the civic activities as a service club."

The address of the luncheon meeting was given by Dr. Florence May Morse, Los Angeles, a vice-president of the National Federation.

Various interesting reports were given by delegates who attended the National Convention.

It was voted to join with the Northern District for their Marin County meeting Saturday and Sunday, October 7th and 8th, in place of the regular meeting in September. The Place: The Emporium Country Club. A most interesting program has been arranged including a Sunday morning pilgrimage through San Quentin. Rates: \$3.25, including dinner, lodging, breakfast, luncheon and registration. Exclusive use of the Country Club including swimming tank and tennis courts.

The next regular meeting of the Bay District will be held at Santa Cruz the latter part of October. Particulars will be given in the next Herald.

AMONG OURSELVES

Dr. McGilvery took Elsie Rae, Thora Benson and Jessie Scott to her cottage at Clear Lake over a week-end early in the month. The weather was perfect and they report a fine trip.

Miss Elisabeth Sherman has been vacationing in Carmel this past month. We have missed her at our meetings.

Carrie Kennedy and Bird Wilson were among a jolly party driving to Santa Barbara to attend a convention of Court Reporters, over the Labor Day week-end.

Blanche Stedman is to be Program Chairman for the month of November. Mary Barmby is arranging the programs for the months of September and October.



AMONG OURSELVES, cont.

Mr. and Mrs. Homer Buckley are spending a few weeks vacationing at Fallen Leaf Lake.

Lea Brunquist is spending the Labor Day holiday in the Sierras with friends.

Anna Kennedy has been ill for several weeks in San Francisco. We all wish her a speedy recovery.

The Bruce Maiden Real Estate Company, of which our member, Miss Georgia Maiden, is a member, has added a new department to their business. They now have a "House" department under the management of Mr. John Haines, specializing in small and better class homes.

Karin Johnson went to Mt. Hermon for a restful vacation of two weeks.

Blanche Stedman spent the first week in August on a camping trip to Sequoia National Park.

Mr. and Mrs. Frank Boyce Tupper spent several weeks in the South vacationing recently. A considerable part of their time was spent at La Jolla. They also visited in Santa Barbara and Los Angeles. Mrs. Tupper is much improved in health and hopes to be able to meet with us again soon. We will all be glad when that time comes.

Mrs. Pauline Otis attended the vacation conference of the Diocese of California at Asilomar from July 22nd to 29th. During the week, some very outstanding speakers took part at the Assemblies.

Mrs. Josephine S. White returned from her trip on Wednesday, August 30th. After attending the Convention in Chicago, she made quite an extensive trip in the East. While in New York City, Mrs. White was entertained by Miss Emily Kneubuhl, National Executive Secretary, at her lovely home for tea. She will tell us of her trip a little later.

Our President, Miss Lignell, had planned a trip to Beverly Hills during August, but changed her plans as her brother has been ill in a local Hospital following an emergency operation. We are glad to report he is improving.

Maud Mitchel is enjoying a two weeks trip to Seattle where she is visiting her sister. We were happy to have her mother at the picnic last month.

Lorene Killey was called home from her vacation recently because of the death of her sister-in-law, Elizabeth Killey. We extend to her and her family our deepest sympathy.

Mrs. Bessie Whitaker was away from her shop for a few days this month recuperating after having her tonsils removed.

We wish to thank Lola Stephens for the lovely gentians she sent from Lake Tahoe which have beautified our Club rooms for more than a week.

Mr. and Mrs. C. W. Wood, (Elsie Stoltz) made a recent trip to Crater Lake.



JUNIOR JOTTINGS

Tuesday evening. September 5.
Business meeting. Your attendance is urged at this important meeting.

Sunday, September 17. Our informal membership tea will be given on this date in the Club rooms at the Hotel Leamington. Our members will be hostesses between the hours of 2:30 and 5 P. M. to prospective members and our friends. Rhobie Irwin is chairman for our first social event of the fall season. She is being assisted by Catherine Molinari, membership chairman. Forward all names of prospective members who you wish invited to the tea to either Rhobie at Higate 3637 or to Catherine at Olympic 1393. A musical program is to be presented during the afternoon.

From all sides we hear reports of the grand time the members had at the house party given at Phyllis Ford's summer home on the Russian River recently.

Mr. and Mrs. Angelo delTredici (Josephine Damaschino) are receiving congratulations on the arrival of a daughter on July 28. The little girl has been named Gloria. Up until her marriage "Jo" was always very active in club affairs, her resignation was recently accepted. The club extends it's best wishes to Gloria and her parents.

Harriet Bakewell
Publicity Chairman

Mrs. Pauline Otis, who represents the Business and Professional Women's Club on the Advisory Council for Adult Homemaking Education in Oakland, wishes to call attention to the Fall courses, especially those arranged to accomodate the Business woman. One on "Planning and Preparation and Serving of Meals" on Tuesday and Thursday evenings at the Central Trade School, has been a huge success during the last school year; as have also the courses on "Personality of Dress" and "Child Study."

"A little word in kindness
spoken,
A motion or a tear
Has often healed the heart
that's broken
And made a friend sincere."





BUSINESS WOMENS HERALD

Official Publication of the
Business and Professional Women's Club
Oakland, California, October 1, 1933

Volume Seven

Number Thirty-Nine

CALENDAR FOR OCTOBER, 1933

GET ACQUAINTED FELLOWSHIP LUNCHEON

Thursday, October 5th, 12:15 P. M. Hotel Leamington 60¢
JESSIE SCOTT will tell about the Children's Hospital and Clinic.
FAYE OTIS BUCKLEY will tell about her brother's Furniture
Studio and show exhibits of some of their handicraft.

INFORMAL

Thursday, October 12th, 6:15 P. M. Room 303 - Y. W. C. A. 35¢
See particulars on inside page.
Chairman: DeETTE SPANGLER.

DINNER

Thursday, October 19th, 6:15 P. M. 75¢
At MARY DOWD REARDON'S STUDIOS, 3100 Telegraph Ave.
Program for the August, September and October birthdays
arranged by META MOHR.
Vocal Solos by MISS AIDA REEDER.
Negro readings of Paul Lawrence Dunbar by SARAH SHOOLERY.
Vocal Solos by MRS. FREDERICK BROWN of Rio de Janeiro.
Chairman: ELSIE STOLTZ WOOD.

OPERALOGUE

Thursday, October 26th, 8:15 P. M. 75¢
At the Studio of Josephine Swan White, 663 - 11th St.
The Operalogue, "La Forza del Destino" will be presented by
MISS RUDOLPHINE RADIL and the piano score will be played by
MRS. JOSEPHINE SWAN WHITE. They will be assisted by
PAUL PETERS, dramatic tenor, and MELVILLE TULLY, baritone.
Get your tickets from Mrs. Shoolery.

BLIND HOME PROGRAM

Friday, October 27th, 7:45 P. M.
INDUSTRIAL HOME FOR THE ADULT BLIND, 3601 Telegraph Ave.
HALLOWEEN PARTY - Spooks - Fun - Good program!
Chairman: MAUD E. PETERSEN

CASIMIR W. J. J. J.

11 JAN 31



[The following text is extremely faint and illegible, appearing to be a series of lines or a list.]

BUSINESS WOMEN'S HERALD

OFFICERS

Pres. Anna Lignell
Vice Pres. Elsie Wood
Secretary Florence Ring
Cor. Secty. Nell B. Wishart
Auditor Elsie G. Rae
Treasurer Ann J. Thomsen

DIRECTORS

Alice F. Irwin
Lydia White
Amy Kirkendall
Mary J. Johnson
Emilie Bruhns
Marion Dougherty
Mrs. Sarah J. Shoolery
Executive Secretary
Hotel Leamington Te. 0462

JUNIOR SECTION

Hazel Bonnelykke ~ President
Emilie Bruhns ~ Advisor

FELLOWSHIP LUNCHEON

Recently, while Mary Barmby has been program Chairman, we have been having fellowship luncheons. Claudine Detoy read a paper which was much enjoyed and last month several members told of their vacations. This month, we hear from two more of our members.

The Program Committee hope for more of these fellowship luncheons. There was so much real pleasure derived from the round table talks we used to have and the experiences of one member often prove helpful to other members. We would like to hear from each of you. Please give your suggestions for luncheon programs to the committee.

OPERA LOGUE

For the last Thursday in the month, we have a program to which we can all look forward. Again, we will hear our own RUDOLPHINE RADIL, accompanied by JOSEPHINE SWAN WHITE. They will present "La Forza del Destino", "The Power of Destiny", dramatic Italian opera in four acts, with music by Giuseppe Verdi in Operalogue form at the studio of Josephine Swan White, 663 - 11th St., Oakland.

The opera is one of the revivals of the San Francisco Opera Season this year, where, due to its intensely dramatic story and its beautiful, melodious music, it is slated for one of the season's successes.

Rudolphine Radil will interpret the story of the opera as well as sing some of the important arias while Josephine Swan White will play the piano score. Assisting these two artists will be Paul Peters, dramatic tenor and Melville Tully, baritone, both of whom have already delighted the Club with their beautiful voices.

INFORMAL

On Thursday, October 12th, we will have our first Informal at the Y. W. C. A. They have very graciously arranged for us to have our Informals in Room 303 - a lovely room with a kitchenette where we can have our regular Informals with our own cooking. There will be bridge and there is a piano for community singing. Our leader, DELENA RANDALL, has arranged a book of songs that will make us all want to sing.



PROGRAM DINNER AT
MARY DOWD REARDON STUDIO.

We can promise you and your guests an entertaining evening on October 19th. We all know what interesting programs Elsie Stoltz Wood always arranges. One of the soloists for the evening, Miss Aida Reeder, has sung for us before and we know what a treat is in store for us. Mrs. Frederick Brown, our other soloist, is a friend of Mrs. Wood from Rio de Janeiro. Mrs. Shoolery will entertain with some of Paul Lawrence Dunbar's Negro impersonations. Miss Meta Mohr is in charge of a program honoring the members who have birthdays in August, September and October.

BLIND HOME PROGRAM

We can all look forward to a good time at the Program at the Industrial Home for the Adult Blind on Friday evening, October 27th at 7:45 P. M. There will be fine artists on the program and several numbers by the orchestra from the Industrial Home for the Adult Blind. We should all be there to hear them as they are doing this for us.

At our dinner this last month, we were glad to welcome Mrs. Clark, President of the Los Angeles B. P. W. C. We also welcomed Miss Ward, a member of B. P. W. C. from Washington D. C. and three members of the Berkeley Club, Fleta Smith, Susan Smith and Dr. Barmby.

Our sympathy is extended to Olive Cathcart in the loss of her sister and to Sue Bradley in the loss of her brother.

Wasn't our program on Sept. 14th, interesting? We all enjoyed the musical program presented to us by Theodore Gorbacheff. He transported us into the Russian atmosphere so completely that when Miss Eddy presented her three models, dressed in typical Russian costumes which she brought from Russia, we could almost feel that we were having a real trip to Russia ourselves. Miss Eddy's talk was interesting and educational as well as entertaining and we all have a more clear conception of Russia and her problems than we have had before.

RECEPTION

The Club members and their guests enjoyed a pleasant evening on Thursday, Sept. 28th. Mrs. Nina Dene Crawford of the Berkeley Children's School of the Theatre entertained us with two one act plays. Later in the evening, she was persuaded to give a few Fairy Poems. Mrs. Crawford is doing a very worthwhile work in her Children's School of the Theatre and cordially invited the Club members to attend some of their programs.

NEW MEMBER

Mrs. Ella O. Davis
1300 Lake Shore Ave.
Teacher
Oakland Public Schools
Telephone: GL. 2659



IN MEMORY

In the passing of Laura E. Pinkston our club has lost one of its most devoted members. We shall greatly miss her gracious, cheery presence, but her life will long be an inspiration to us, in the memory of the resolute, uncomplaining manner in which she overcame the obstacles of sickness and failing strength, her persistent effort to serve the community to the best possible end, her indomitable courage in meeting the hard experiences of life, and her unfailing kindness toward all. Such a spirit can never die. It lives on in its influence upon our lives and the lives of those who follow us, forever.

Quite a group of the club members are planning to attend the Northern District Conference to be held at the Emporium Country Club in Marin County on October 7th and 8th. Those of us who are unable to attend know that we will miss an interesting meeting.

The State Board Meeting will be held at Santa Cruz on October 28th and 29th. The District Conference is to be held at the same time. Make your reservations for this conference with Mrs. Shoolery.

AMONG OURSELVES

Dr. McGilvery and a group of friends had an exciting trip to Clear Lake over Labor Day.

Miss Georgia Maiden and her mother, Mrs. Mary Maiden, spent a few days this month on a vacation trip to Carmel.

AMONG OURSELVES, cont.

Miss Mary Campbell has been spending a week with her sister at Lucerne in Lake County.

Carrie Kennedy and Bird Wilson report an enjoyable trip the first of the month to Santa Barbara where they attended a Court reporter's Convention.

Mr. and Mrs. Bruhns are out of the city on a ten day trip to Monterey and Carmel, planning to go at least as far south as Los Angeles before they return.

We are glad to welcome Lola Stephens back home again after a summer spent at Emerald Bay, Lake Tahoe.

Josephine McClenegan is recovering from a broken arm. We hope she will soon be feeling fine again.

Miss Matilda Wigger left Thursday, September 28th for an extended trip East. Her first stops will be Portland, Oregon and Seattle, Washington. On Sunday, she will leave Seattle by boat for Vancouver, B. C., thence east thru the Canadian Rockies, stopping at Lake Louise. At Peoria, Ill. she will be entertained at the Home Office of the Keystone Steel and Wire Co. At Chicago, she will enjoy the Century of Progress and then will go to her former home at Muncy, Indiana. She plans to return to Oakland by the Southern route, visiting at Grand Canyon and Los Angeles on her return trip. We all wish her a pleasant trip and will be glad to welcome her back to Oakland when she returns.

• The first of these is the

the first of these is the

the first of these is the

the first of these is the

the first of these is the

the first of these is the

the first of these is the

the first of these is the

the first of these is the

the first of these is the

the first of these is the

the first of these is the

the first of these is the

the first of these is the

the first of these is the

the first of these is the

the first of these is the

the first of these is the

the first of these is the

the first of these is the

the first of these is the

INTERNATIONAL DAY

Plans are going forward for International day to be held on November 9th. Our Club committee, headed by Dr. Luella Stone Swauger, International Relations Chairman, is cooperating with the committee from the Soroptimist Club to make this day one to be remembered.

Other members of our committee are Mabel Saylor Davidson, Lydia White, Freda Smith, Josephine Swan White and our President, Anna Lignell.

The joint committees from the two clubs are meeting once a week and plans will soon be complete. The celebration will be held at the Oakland Y. W. C. A. There will be beautiful decorations with exhibits of the handicraft of the various nationalities. Elsie Stoltz Wood is chairman of the exhibit committee. There will be a speaker of note and a pageant. Afterwards, there is to be dancing - both folk dancing of the different nations and ball room dancing.

A small admission charge of 25¢ for adults and 10¢ for children will be made. The proceeds will be given to the International Institute to help with their work among the foreign born.

Other committees from the two clubs will assist the general committee in completing the arrangements.

JUNIOR JOTTINGS

Tuesday, October 2. Business meeting. Our president is arranging to have a guest speaker present. This feature should prove attractive to all the members and every effort should be made by them to attend.

Tuesday, October 17. A Halloween Social! Witches, spooks, and dozens of other thrills will be present to give you one of the best times you have had in many a day. The scene of the party will be at the studio of Phyllis Ford, located at 128 - 13th St., Oakland. Prospective members will be invited to attend.

Our membership tea on October 17, was one of the most successful of similar events that we have had. Many prospective members attended and we were particularly happy to greet several Senior members. Success of the affair was due principally to the fine work of Rhobie Irwin.

We are sorry to learn that Miriam Schwantes has found it necessary to take an enforced rest for a month or two. Every good wish is extended to Miriam.

Cupid has whispered to us that another Junior has changed her name. Norma Buzzalino is the bride and the lucky young man is James F. Cogorno, of this city. Our best wishes for a life time of happiness are extended to Norma and her husband.

Harriet Bakewell
Publicity Chairman

ORIGINAL ARTICLES

THE ANTHROPOLOGY OF THE
MOUNTAINS OF THE
HIMALAYAS

THE ANTHROPOLOGY OF THE
MOUNTAINS OF THE
HIMALAYAS

THE ANTHROPOLOGY OF THE
MOUNTAINS OF THE
HIMALAYAS

THE ANTHROPOLOGY OF THE
MOUNTAINS OF THE
HIMALAYAS

THE ANTHROPOLOGY OF THE
MOUNTAINS OF THE
HIMALAYAS

THE ANTHROPOLOGY OF THE
MOUNTAINS OF THE
HIMALAYAS

THE ANTHROPOLOGY OF THE
MOUNTAINS OF THE
HIMALAYAS

THE ANTHROPOLOGY OF THE
MOUNTAINS OF THE
HIMALAYAS

THE ANTHROPOLOGY OF THE
MOUNTAINS OF THE
HIMALAYAS

THE ANTHROPOLOGY OF THE
MOUNTAINS OF THE
HIMALAYAS



BUSINESS WOMENS HERALD

Official Publication of the
Business and Professional Women's Club
Oakland, California, November 1, 1933

CALENDAR FOR NOVEMBER, 1933

INFORMAL

Thursday, November 2nd, 6:15 P. M. Room 303 - Y. W. C. A. 35¢
Chairman: DeETTE SPANGLER.

INTERNATIONAL DAY

Thursday, November 9th, 12:00 Noon to 12:00 Midnight.

Adults: 25¢ Children: 10¢

THANKSGIVING DINNER

Thursday, November 16, 6:30 P. M. Hotel Leamington 85¢
Speaker: MRS. NELLIE DONOHUE, Postmaster of Oakland.
Musical Program arranged by MISS RUDOLPHINE RADIL.
Chairman: BLANCHE STEDMAN

LUNCHEON

Thursday, November 23rd, 12:15 P. M. Hotel Leamington 60¢
Get Acquainted Fellowship talks will be given by
MARY JOHNSON, MABEL SAYLOR DAVIDSON, and ADELE WALTER.

No meeting on November 30 - Thanksgiving Day.

THE

WOMAN



OF THE

WOMAN

OF THE

WOMAN

OF THE

WOMAN

OF THE

WOMAN

OF THE

OF THE

WOMAN

OF THE

OF THE

OFFICERS

Pres. Anna Lignell
Vice Pres. Elsie Wood
Secretary Florence Ring
Cor. Secty. Nell B. Wishart
Auditor Elsie G. Rae
Treasurer Ann J. Thomsen

DIRECTORS

Alice F. Irwin
Lydia White
Amy Kirkendall
Mary J. Johnson
Emilie Bruhns
Marion Dougherty

Mrs. Sarah J. Shoolery
Executive Secretary
Hotel Leamington Te. 0462
Home phone number Be. 5016

JUNIOR SECTION

Hazel Bonnelykke - President
Emilie Bruhns - Advisor

What a jolly time we had at the Informal at the Y. W. C. A. We are indebted for the lovely supper to the efforts of Amy Erickson, Lola Stephens, Elsie Wood and DeEtte Spangler. We had a happy time and all did just what we wanted to do. For the bridge players, tables and cards were provided. A new game of horse racing provided plenty of amusement. Still others sang from our new books of club songs with Delena Randall playing the accompaniment. We are to have another Informal Thursday, November 2, and we are promised just as good a dinner and just as good a time.

At the luncheon in December, a business meeting will be held when the reports for the quarter will be completed.

Elsie Wood arranged a most interesting program for our dinner at Mary Dowd Reardon's this last month. It was indeed a treat to enjoy two such lovely musicians in one evening as Mrs. Frederick Brown and Miss Aida Reeder. Meta Mohr had also planned a clever party for our August, September and October birthdays. Adele Tupper, a birthday member, sent a most interesting letter of greetings to the club when she found she was unable to be present.

FELLOWSHIP LUNCHEONS

Much interest is being shown in our Get Acquainted Fellowship Luncheons. We can help each other in many ways when we know more about each other. We would like to hear from each of you.

We all learned many interesting points about the Children's Hospital of the East Bay from Miss Scott at the last luncheon. Isn't it fine to have such a splendid place for sick children to be taken care of in our community?

Mr. Otis brought some very interesting exhibits from the Furniture Studio. They are prepared to give you an unusual and helpful service.

This month, we are looking forward to hearing Miss Johnson tell of the Medical-Dental Surgery which is owned and operated by Blanche Walsh and Mary Johnson. Mabel Saylor Davidson will tell us more about the Miss Saylor's Candy Company and Adele Walter, owner of the La Belle Shop, will speak to us.

NEW MEMBERS

Mrs. Tillman W. Patterson
4657 Park Blvd.
Part Owner
Patterson Casket Co.
Business phone Fr. 2954
Home phone Fr. 5061M

Mrs. Katherine Freitas
623 - 20th St.
Owner
Katherine's Coffee Shop
Res. 677 Rosal Ave.
Res. phone Gl. 6364

Mrs. Nellie G. Donohoe
Post Office
Postmaster
Business phone Hi. 3022
Home phone Hi. 3465

JUNIOR BRIDGE AND WHIST PARTY

The Juniors are planning a lovely party on Nov. 21 and if you will read the Junior Jottings you will find that the prizes are to be turkeys. What a lovely way to secure your Thanksgiving turkey! Just have a pleasant evening playing bridge or whist and take home a turkey as a prize! We are all invited to be present. Just 25¢.

Our sympathy is extended to Martha Holmes in the loss of her mother and to Alice Irwin in the loss of her sister-in-law.

AMONG OURSELVES

Quite a number of club members attended the meeting of the Northern District in Marin County this month. Among those from Oakland were Dr. McGilvery, Georgia Maiden, Mary Maiden, Karin Johnson, Thora Benson, Marcella B. Graham, Esther Goodwin, Lydia White, Amy Kirkendall and Mabel Little.

DeEtte Spangler took Alice Irwin and Rhobie on a week-end trip to Medford and near-by points last week. Although they covered considerable territory in a short time, all report a lovely trip.

Miss Elisabeth Sherman is visiting in Eureka at the present time. We will be glad to see her at the meetings when she returns.

Mr. and Mrs. Morgan have returned from a several week's visit in the South.

We were glad to greet Dr. Lillian Shields at the last Informal. We hope you are planning to come often, Dr. Shields.

Miss Mary Barmby, County Librarian, Miss Susan T. Smith, City Librarian of Berkeley and Mr. Kaiser, City Librarian of Oakland expect to be in Los Angeles, November 3rd to attend a Librarian Convention.

Dora Cooley and her sister were injured in an automobile accident recently. They are at Merritt Hospital, one with a fractured knee cap and the other with a broken leg. We wish them a speedy recovery.

THANKSGIVING DINNER

We can look forward to November 16, to having a real Thanksgiving dinner. How appropriate for members of the Business and Professional Women's Club to have as their Thanksgiving Speaker the new Postmaster for by the appointment of a woman to fill this important position, a precedent has been established by our President. We are glad to welcome Mrs. Donohoe as our Speaker and also as a new member of our Club. Miss Radil is arranging a lovely musical program.

Friends of Miss Aino Malinen will be pleased to learn that she has secured a position in Portland. She has transferred her membership to the Portland Club and although we regret losing her as a member, we all wish her much success in her new work.

An old colored man named his car Shasta. A friend, upon hearing the new name, asked "Why do you call your car Shasta? Is it because it runs like a daisy?" "No" replied the colored man, "It's not that! But you see, Shasta have oil an' shasta have gas an' shasta have water!"

As the Herald is ready for the mail, we are all anticipating the Operalogue to be presented at the Studio of Josephine Swan White, 663 - 11th St. The Operalogue will be presented by Rudolphine Radil and the piano score played by Josephine Swan White. They will be assisted by Paul Peters and Melville Tully.

JUNIOR JOTTINGS

Tuesday, Nov. 7. Business meeting, following which a program will be presented.

Tuesday, Nov. 21. Bridge and whist party. The prizes for this party are very, very much worthwhile, as they are to be turkeys! Imagine the thrill it would be to win one! You and your friends have every chance of being the lucky ones, so plan to attend the party at 8 P. M. on Nov. 21, in the club rooms. Tickets are but 25 cents per person. This event will take the place of our regular social meeting for November.

Saturday nite, Oct. 21, a very thrilled young lady, accompanied by her Mother, boarded a train bound for Chicago and the Fair. The lady in question was none other than our past president, Catherine Molinari. Catherine will be away two weeks and it is a certainty that she will have a grand time.

Another member had the trip to the Fair and Detroit, returning via the Canadian Rockies. She was Genevieve Tocchini. Genevieve had a wonderful time every minute she was away.

Was our Halloween Party a success? Just ask anyone who was there, if you have any doubts. Everyone was in costume, there were May Wests, farmer lads, etc., and of course the prize winning Omar. It was a grand party!

Don't forget the card party, tell your friends. The date is November 21, the price 25 cents, and turkeys for prizes.

Harriet Bakewell
Publicity Chairman





BUSINESS WOMEN'S HERALD

Official Publication of the
Business and Professional Women's Club
Oakland, California, December, 1933

CALENDAR FOR DECEMBER, 1933

VISIT TO THE SALVATION ARMY

Thursday, December 7, 7:30 P. M. no charge
Salvation Army Headquarters, 366 Sixth Street.
Short Program and a trip through the institution.
Program and refreshments arranged by Major A. W. Brewer

ANNUAL CHRISTMAS BOOK REVIEW

Saturday, December 9, 7:45 P. M. Hotel Leamington no charge
Mrs. Constance Mitchell will describe Christmas books for all.
Mary Barmby, Chairman. Bring guests.

DINNER AND THEATRE PARTY

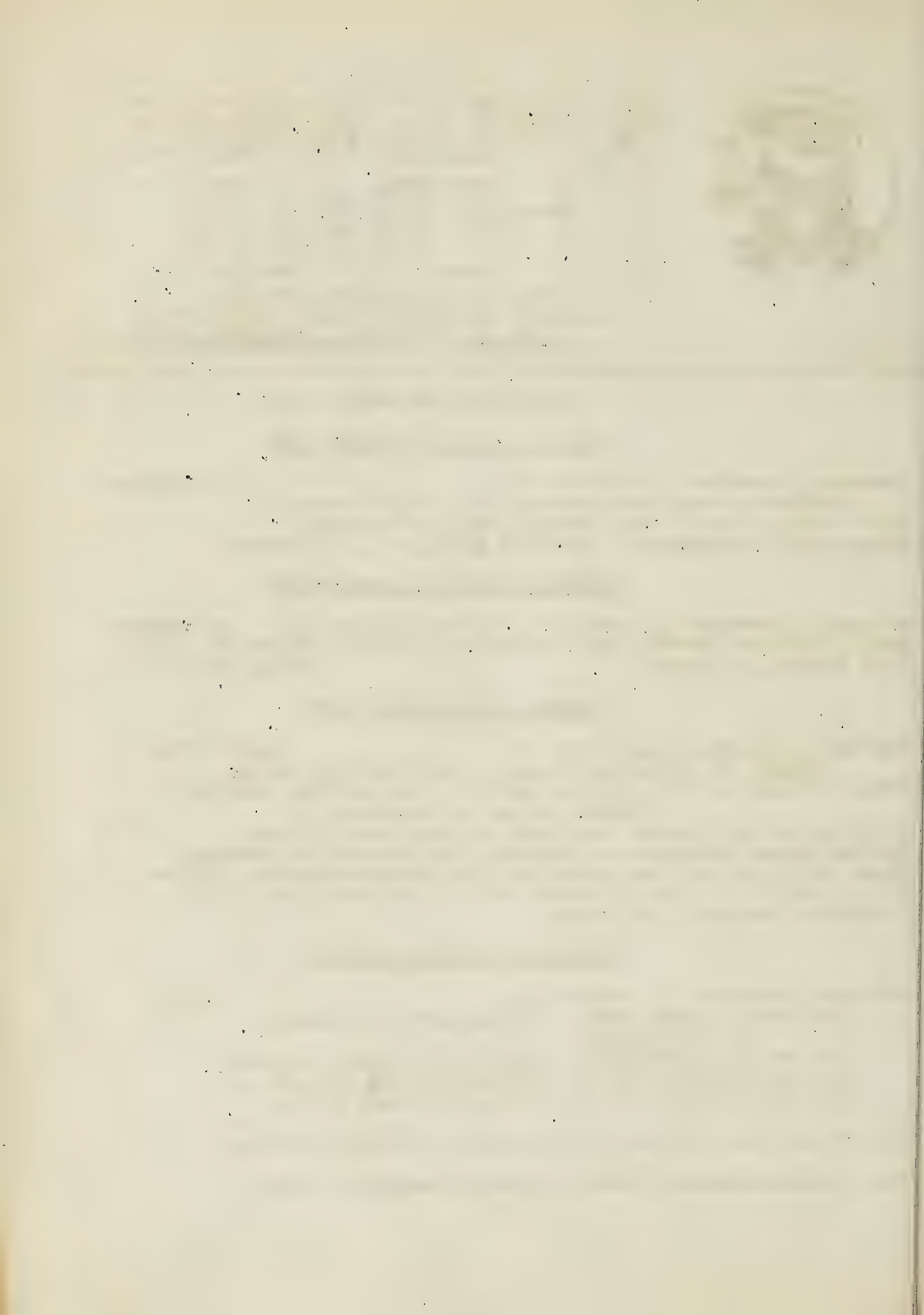
Thursday, December 14, 6:30 P. M. Both - 75¢
Dinner at Fenton's Creamery, 5802 Foothill Blvd.
Ronald Colman in "The Masquerader", at the CAPITOL THEATRE,
Foothill Blvd. at Seminary.
Tickets for the Theatre available at the Club office.
Parking space furnished at Fenton's for the entire evening.
Those who have cars and those who need transportation, please
get in touch with Mrs. Shoolery as soon as possible.
Catherine Heineman, Chairman.

CHRISTMAS REUNION DINNER

Thursday, December 21, 6:30 P. M. \$1.10
Christmas dinner, Tree, Carols, gifts exchanged
by club pals.
Our own Alice Moore will tell us Christmas stories.
The Juniors, and all former members and friends are
invited to join with us at our Christmas party.

See inside page for more particulars of monthly events.

Make reservations with Mrs. Shoolery, Templebar 0462.



CHRISTMAS REUNION DINNER

Our Program committee this year is starting in our group, a club pal idea. This plan is now carried out in many of the B. P. W. C. clubs and has been very successful in developing friendship and good comradeship. Please sign your name on the enclosed postcard, together with the date of your birthday and your favorite flower and mail it back to the office. From the returned cards, names will be drawn and exchanged.

At our Christmas tree on December 21, each pal will remember her pal with an inexpensive gift simply marked from "your pal". All thru the coming year, the pals will remember each other by acts of kindness, cards or in any original way of their own. Next year at this time, the names of the secret pals will be revealed. Don't you think it a lovely idea? We hope each member will cooperate and enter into the spirit of the plan.

Mrs. Delena Randall is arranging for the singing of the Carols.

Alice Moore will tell us Christmas stories and we all know how beautifully she can do so.

We want you all here to make this a real Christmas party.

TRIP TO THE SALVATION ARMY

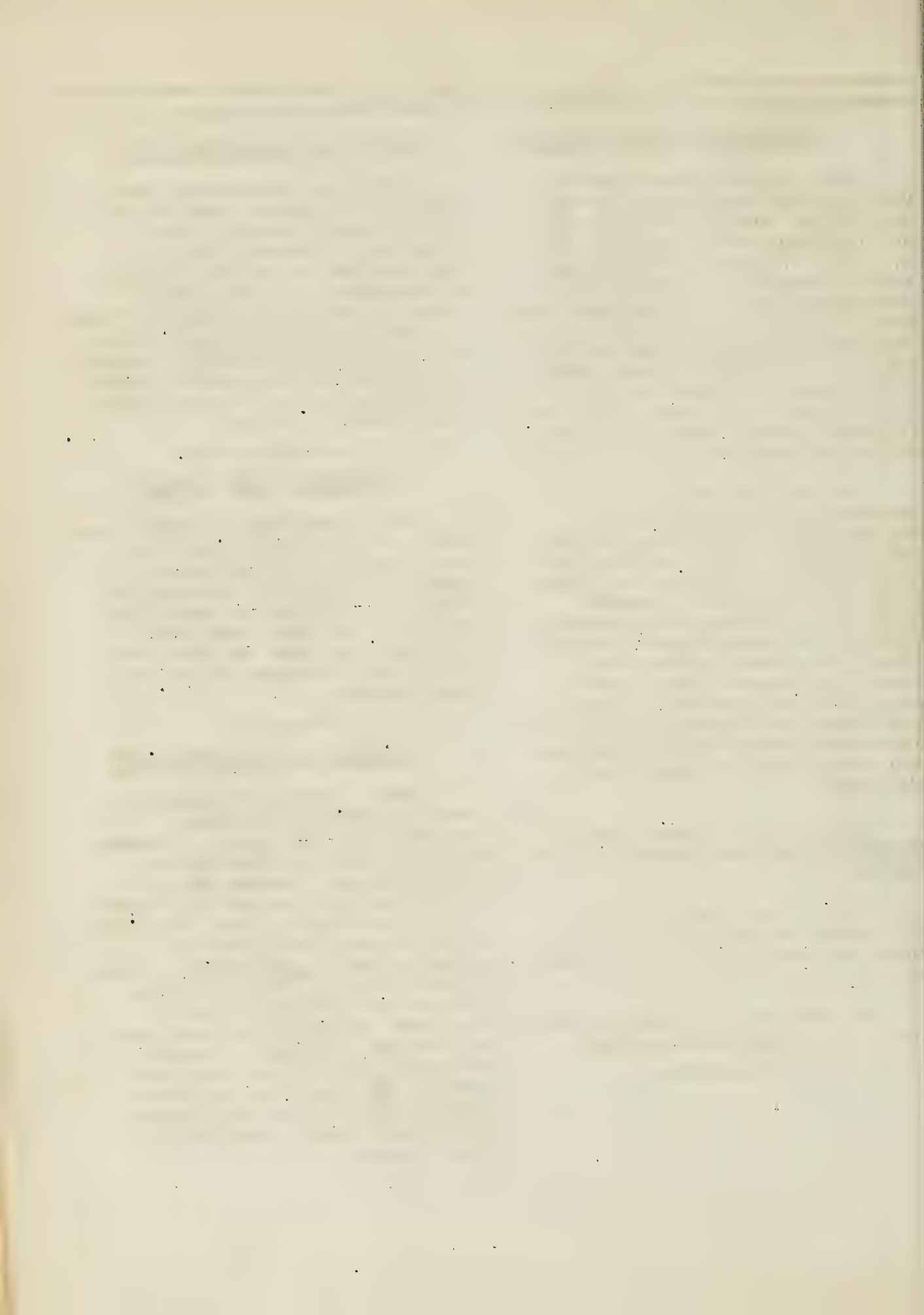
What an interesting activity for Christmas month! We have a lovely letter from Major A. W. Brewer, Manager, inviting us to be their guests on December 7. A reception committee will be there by 7 P.M. to make us feel at home. This will be an opportunity to spend a pleasant evening and a chance to learn of the fine work this institution is doing.

CHRISTMAS BOOK REVIEW

Mrs. Constance Mitchell has come to us so many times that she needs no introduction. Of course, we are all planning to bring our friends to hear this program. We know that Mrs. Mitchell can make us feel the Spirit of Christmas as no one else can do.

DINNER AND THEATRE PARTY

What a month of thrills! Here is another different activity for our group. Dinner will be served at Fenton's Creamery. Of course, we all know that Mrs. Fenton is a member of our Club. Those who have seen the menu know that it is going to be a good dinner. Then we will all go to see Ronald Colman in "The Masquerader". Now here is something that many of you may not know. Leslie Heineman, son of our chairman for the evening, is Assistant Manager of the Capitol Theatre. Let's make this a real big, happy party.



CANDY FOR SALE!

Through the courtesy of our good members, Mabel Saylor Davidson and Ella Saylor Brooks, we will be able to sell Miss Saylor's candies to raise some money for our Christmas party. We will have Miss Saylor's bars available at the Club rooms. Mrs. Wishart has kindly volunteered to take charge of the candy sales and would appreciate the help of anyone who can spare the time. We are grateful to Mrs. Wishart for assisting in this activity. If you wish some candy or wish to help, you may call her at Me. 1251. Mrs. Carrie Kennedy, as Chairman of the P. O.'s asks the members to cooperate. No drive will be made on the assorted matinee mix this year, but we can secure it on order for anyone who wishes it.

THANKSGIVING DINNER

Our Thanksgiving Dinner on November 16, was one worth remembering. We had the pleasure of greeting three of our new members that evening and of hearing from one of them, our new postmaster, Mrs. Nellie Donohoe. Mrs. Donohoe gave us a new and most interesting picture of the work of the post office. The receipt of our mail is so regular to us that we often think of it as a simple matter, not realizing the amount of detail and work devoted to getting that mail to us on time. We are proud of our new postmaster!

We also enjoyed having with us Miss Adeline Barnard who sang for us, accompanied by Mrs. Josephine Swan White.

The program was arranged by Blanche Stedman.

INTERNATIONAL DAY

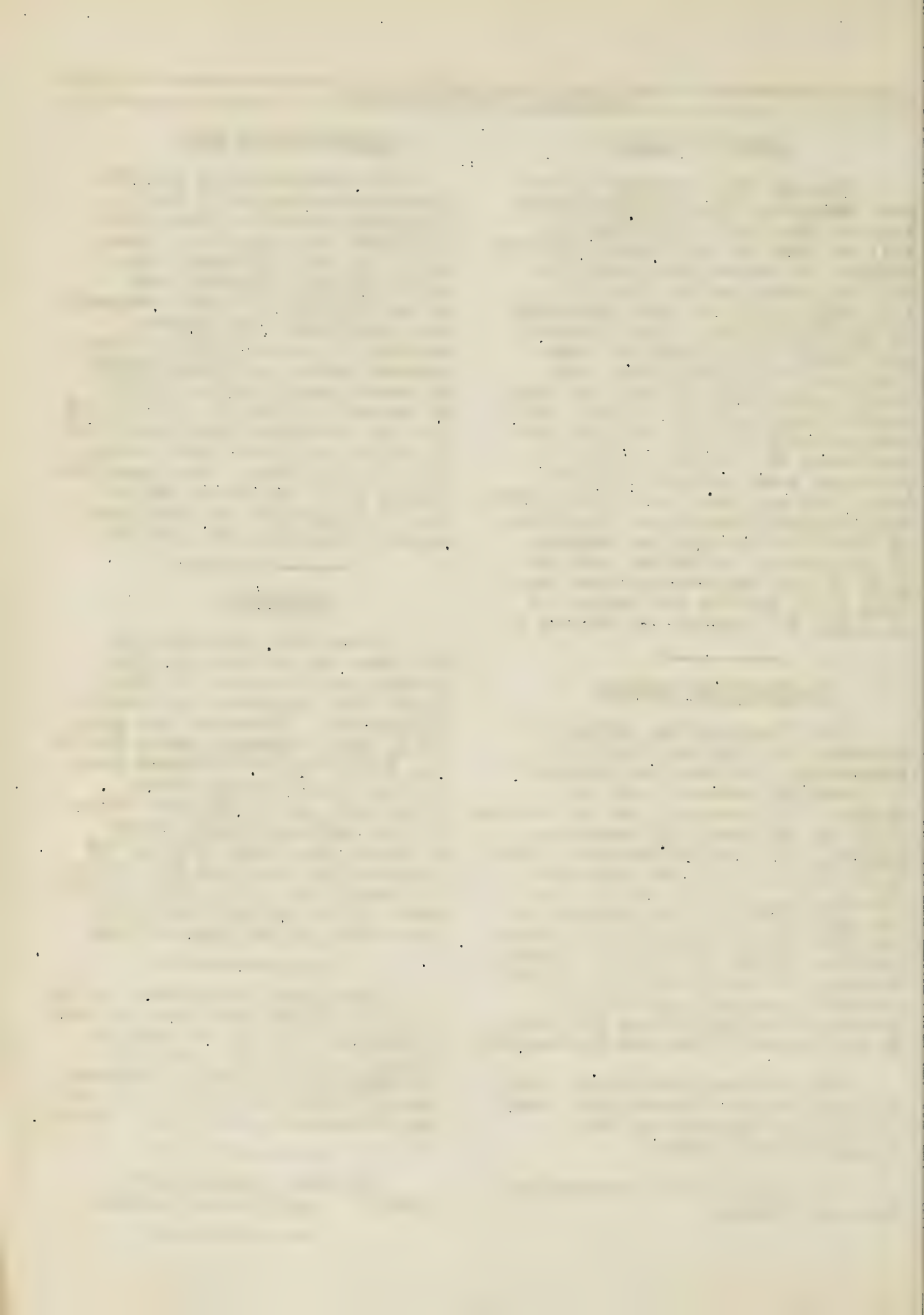
Our committee on International Relations will have a complete report of this event ready for the club at a later date. As you all know, the publicity was splendid and we were proud to have a request from the Christian Science Monitor for an article of five hundred words to be published in their publication. A sum in excess of \$160.00 was raised for the International Institute to assist in their work among the foreign born. The committee thanks each and every one of the club members for the loyal support they gave to the Day.

LUNCHEON

After our luncheon, on November 23, we are all more enthusiastic than ever about these "Get together fellowship luncheons". Three of our members, Mary Johnson, Adele Walter and Mabel Saylor Davidson gave us most interesting talks. Talks were given on both sides of the Central Valley Water Project, Mr. Smart taking the Affirmative side and Mr. Allen, the negative. Both left literature on the subject which is available at the club office.

Plans are being made by the Ways and Means Committee to hold a rummage sale in the Spring. Begin to save your cast-off clothing for it now. Chairman: Elsie Stoltz Wood, Elsie G. Rae, Amy Kirkendall, and Jessie Scott.

"MY MOST EMBARRASSING MOMENT" - Ask Delena Randall!



COMMITTEE REPORT

BAY DISTRICT QUARTERLY
MEETING

To the Club Members:

Your Committee on selection of a site for a new Court House respectfully suggests as follows:

1. That above all, you do not vote to build on the present site at 5th and Broadway.
2. That a site be selected in the vicinity of Lake Merritt, to become a unit in the proposed Civic Center.
3. That a building located where street cars or suburban trains are passing directly at its side is most undesirable, as the noise from such passing cars is a great detriment to the conduct of court business.
4. That you vote in favor of bonds for a new Court House, for all reasons, including the economic one that the County is now paying out in rent for outside quarters for departments that cannot be cared for in the County buildings, enough money to pay interest on a half million dollars, and that amount would go far toward the cost of a new building.

5. That each club member
VOTES.

Respectfully submitted,

Bird M. Wilson
Esther Goodwin

Another Operalogue will be presented in January by Miss Rudolphine Radil, Mrs. Josephine Swan White and assisting artists. Look for the date in the next Herald.

Oakland Club was hostess to the Bay District at a meeting on Sunday, November 18th. Arrangements to hold the meeting were made too late for the last Herald. At the Business meeting it was decided to hold the meetings quarterly instead of monthly. At the luncheon, following the business meeting, Miss Helen Arfsten, pupil of Alice Zwilling, gave a Spanish dance. Mr. Earl Warren, District Attorney, gave a most timely talk on the subject of "Organized Crime".

ELSIE'S ORANGE ICEBOX CAKE.

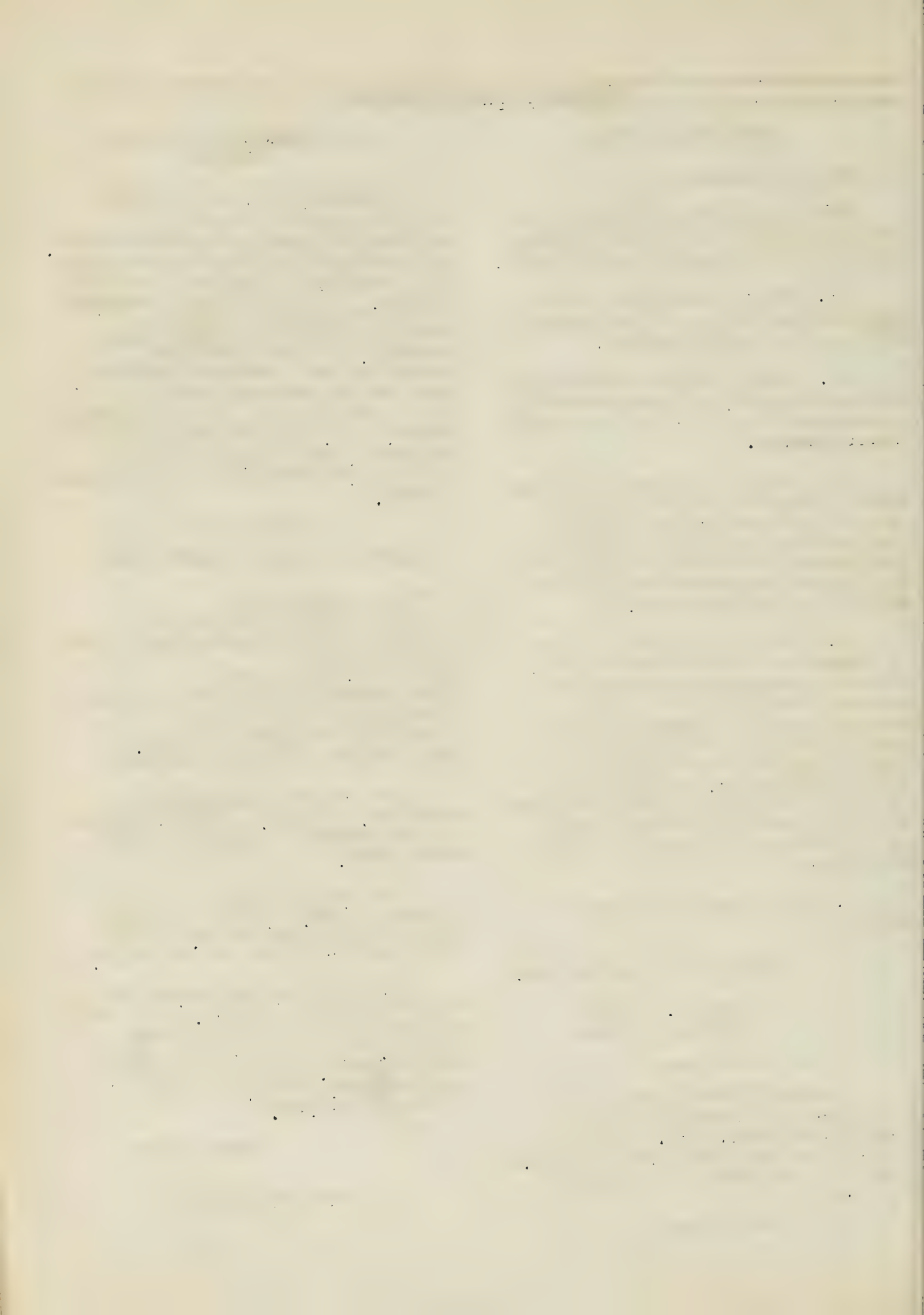
1 cup orange juice
3 tablespoons lemon juice
2 tablespoons grated orange rind
3/4 cup sugar
1/2 cup chopped nuts
3 teaspoons granulated gelatine
5 teaspoons cold water
1 tall can evaporated milk.
Lady fingers (about 2 dozen)

Mix first 5 ingredients together. Chill. Soak gelatine in cold water - dissolve over warm water.

Beat milk until stiff as whipped cream. While beating add dissolved gelatine. Fold fruit mixture into beaten milk.

Line bottom and sides of mold with lady fingers. Put in mixture and cover with lady fingers. Set in refrigerator for 24 hours. Unmold and serve with whipped cream. Serves 10 to 12 persons.

Elsie Wood



BUSINESS WOMEN'S HERALD

NEW MEMBERS

Miss Bernice Kut
L. A. Young Spring & Wire Co.
900 Paramount Road
Tel. Te. 2636

Dr. Myrtle R. Poole
Chiropractor
5216 Desmond St.
Tel. Business - Ol. 0212
Home - Pi. 4805 J

Miss Cleo Prichard
Partner
Commercial & Photo View
129 - 12th St.
Tel. Business - La. 8569
Home - Hu. 0681

Mrs. Mortimer Smith
Secretary
James Taylor Undertaking Co.
588 - 15th St.
Tel. Business - La. 8300
Home Gl. 0108

Two of our members, Ellen Dockery and her sister, Dora Cooley are recovering from injuries received in an automobile accident in October.

Alice Irwin was on the shut-in list from a bad fall early in the month, but is now out and about again.

Bess Clow and Olive Wallace are members who have been ill this past month.

JUNIOR JOTTINGS.

Tuesday evening, Dec. 5. Business meeting. Following the meeting we are to have the privilege of having Miss Mary Barmby, a Senior member and the Librarian of Alameda County as speaker. Miss Barmby will review some worthwhile books. This meeting is one that no member can afford to miss - plan to attend.

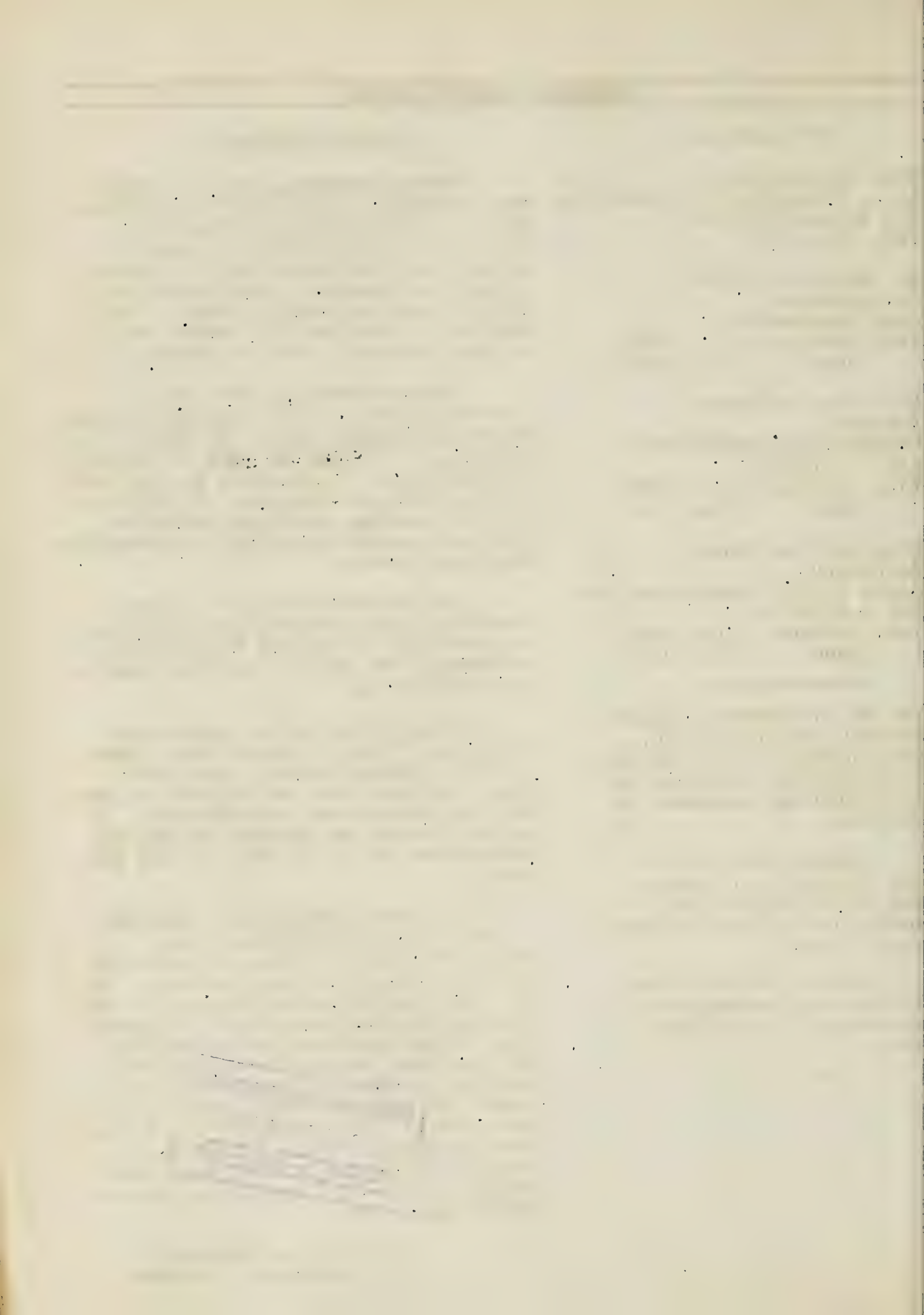
Tuesday evening, Dec. 19. Christmas Social. The members of the Board are making plans for this meeting, so we ~~can be~~ sure of having a grand time. Cards will be sent out giving full particulars. It will be at this meeting that the secret of who has been your Pal will be revealed. Save the date.

Miriam Schwantes is at home recovering from a recent operation and is now well on the way to complete recovery. We hope to see her down at club very soon.

Margaret Levin has opened her own shop, "The Collegian Dress Shop", at 1580 Madison Street, Apartment 112. Margaret has an attractive line of fashionable and attractively priced frocks and extends an urgent invitation to all to drop in and see them.

The Turkey Bridge and Whist was a great success, everyone had a wonderful time. It was so very nice to have so many Seniors present. To Mr. and Mrs. Norton J. Morgan, of the Oakland Crematorium, and to our member, Violet Peck who presented for Mr. and Mrs. Morgan the very lovely Italian glass vase, that was given as a door prize, we particularly extend our thanks. The winner of the lovely vase certainly considers herself extremely fortunate. Three very lucky people are sure of some fine turkeys for Thanksgiving.

Harriet Bakewell
Publicity Chairman





BUSINESS WOMENS HERALD

Official Publication of the
Business and Professional Women's Club
Oakland, California, January, 1934

CALENDAR FOR JANUARY, 1934

INFORMAL

Thursday, January 4, 6:15 P. M. Room 303 - Y. W. C. A. 35¢

Chairman: DeETTE SPANGLER

LUNCHEON

Thursday, January 11, 12:15 P. M. Hotel Leamington 60¢

Business meeting for members only!

EMILIE BRUHNS will also tell us of her work.

OPERALOGUE

Thursday, January 18, 8:00 P. M. Club Rooms
Hotel Leamington 50¢

The Operalogue, Fay-Yen-Fah, Chinese Opera in three Acts,
will be presented by RUDOLPHINE RADIL. The Music is
by Joseph Redding and the Libretto by Templeton Crocker,
both of San Francisco. The piano score will be played
by JOSEPHINE SWAN WHITE.

DINNER

Thursday, January 25, 6:15 P. M. Hotel Leamington 85¢

MISS HELEN SCHUMAKER of Berkeley will tell of her
experiences in touring Europe on a bicycle.

The musical program will be announced later.

Chairman: MARION DOUGHERTY

Make reservations with Mrs. Shoolery, Te. 0462

GENERAL INSTRUCTIONS FOR THE F. M. I.



[The following text is extremely faint and largely illegible. It appears to be a series of numbered instructions or a list of items, possibly organized into sections. The text is too light to transcribe accurately.]

1. ...

2. ...

3. ...

4. ...

5. ...

6. ...

7. ...

8. ...

9. ...

10. ...

11. ...

12. ...

13. ...

14. ...

15. ...

16. ...

17. ...

18. ...

19. ...

20. ...

21. ...

22. ...

23. ...

24. ...

25. ...

26. ...

27. ...

28. ...

29. ...

30. ...

31. ...

32. ...

33. ...

34. ...

35. ...

36. ...

37. ...

38. ...

39. ...

40. ...

41. ...

42. ...

43. ...

44. ...

45. ...

46. ...

47. ...

48. ...

49. ...

50. ...

51. ...

52. ...

53. ...

54. ...

55. ...

56. ...

57. ...

58. ...

59. ...

60. ...

61. ...

62. ...

63. ...

64. ...

65. ...

66. ...

67. ...

68. ...

69. ...

70. ...

71. ...

72. ...

73. ...

74. ...

75. ...

76. ...

77. ...

78. ...

79. ...

80. ...

81. ...

82. ...

83. ...

84. ...

85. ...

86. ...

87. ...

88. ...

89. ...

90. ...

91. ...

92. ...

93. ...

94. ...

95. ...

96. ...

97. ...

98. ...

99. ...

100. ...

BUSINESS WOMENS HERALD

OFFICERS

Pres. Anna Lignell
Vice Pres. Elsie Wood
Secretary Florence Ring
Cor. Secty. Nell B. Wishart
Auditor Elsie G. Rae
Treasurer Ann J. Thomsen

DIRECTORS

Alice F. Irwin
Lydia White
Amy Kirkendall
Mary J. Johnson
Emilie Bruhns
Marion Dougherty

Mrs. Sarah J. Shoolery
Executive Secretary
Hotel Leamington Te. 0462

JUNIOR SECTION

Hazel Bonnelykke - President
Emilie Bruhns - Advisor

INFORMAL

We will all be glad now that the busy Christmas month is over to have another of our friendly informals. Remember the night! Thursday, January 4th, at the Y. W. C. A. The committee are planning a good supper with games or visiting afterwards - whichever you prefer. This is a fine time to bring those prospective members and have them get acquainted.

OPERA LOGUE

Fay-Yen-Fah, the Chinese opera, a review of which Rudolphine Radil will present on January 18, is the work of two San Franciscans, Joseph Redding who composed the music and Templeton Crocker who wrote the Libretto.

The Opera was first produced in Monte Carlo where it ran an entire season. Later a single performance was given in San Francisco.

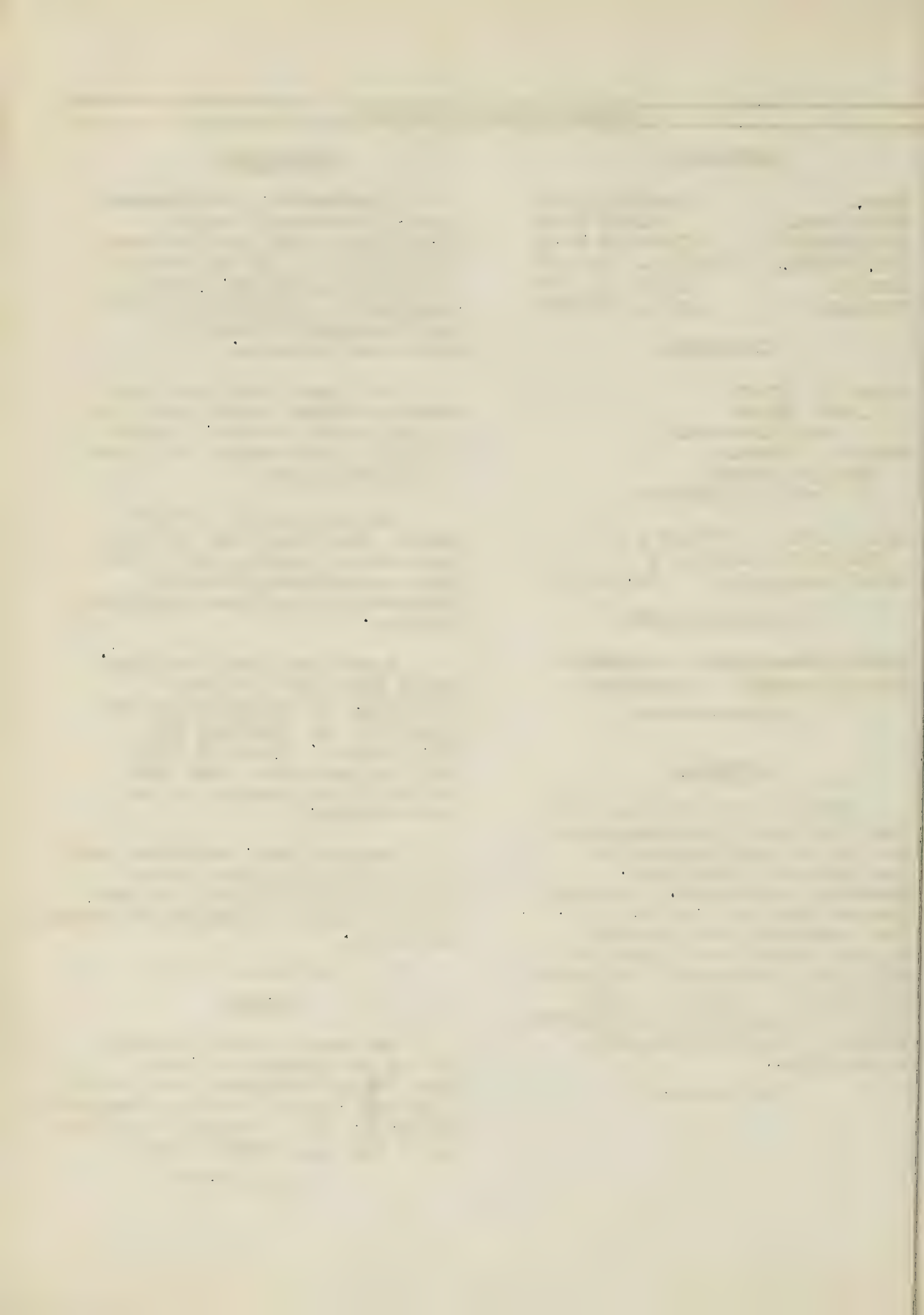
Aside from its lovely music, the Opera has the distinction of having one of the most exquisitely poetical librettos of any American opera written.

Both Miss Radil and Mrs. White have had the great privilege of interpreting the opera for Mr. Redding and Mr. Crocker. Both of them were enthusiastic over the artistic performance of the two artists.

Besides Mrs. White who will play the piano score, Miss Radil will be assisted by Paul Peters, Tenor and Miroslav Tamele, baritone.

DINNER

We have a treat in store for us on January 25, when Miss Helen Schumaker, who, with a friend, toured various countries of Europe on a bicycle, will tell us of her experiences there.



TRIP TO THE SALVATION ARMY

Those who found it impossible to attend the meeting at the Salvation Army Headquarters at 366 Sixth Street on Thursday, December 7, missed a most interesting and instructive meeting. Major Brewer and his wife were our very gracious host and hostess. They gave us a short and most interesting program and then conducted us on a tour of the building. It seemed nothing short of miraculous to see the cast-off apparel and furnishings as they came from the trucks and then on to the store to see the finished products that had been made from them.

DINNER AND THEATRE PARTY

Another unusual activity for the month was enjoyed when we had our dinner at Fenton's Tavern followed by a Theatre party at the Capitol Theatre.

We had a lovely dinner and by the way, Fenton's Tavern is operated by Gladys Idleman and Lila Weifenbach. They serve luncheons and dinners daily with a fine Sunday dinner and their prices are reasonable. They also cater for private parties. The address is 5812 Foothill Blvd. and the telephone - Trinidad 9662.

One of our new members, Mrs. Zola McVicar, representing the Chamber of Commerce, spoke to us at dinner in behalf of the Bonds for Durant Park.

The Chairman of the evening was Catherine Heineman.

CHRISTMAS BOOK REVIEW

One of our own Club members, Rudolphine Radil took part in our Annual Christmas Book Review this year. Miss Radil transported us to Vienna on a Christmas Eve and made us all feel the atmosphere as only she can do. We literally walked thru the snowy streets to attend the midnight services in the Cathedral and then home to the fireside after the service was over. Then she gave us an added treat by singing some lovely German Carols.

It is needless to repeat how much we all enjoyed the Book Reviews by Mrs. Constance Mitchell. She chats about books so intimately and makes you long to buy books and fill your own shelves as well as give them for Christmas gifts to book-lovers. Christmas just wouldn't seem like Christmas to us without our Book Review by Mrs. Mitchell.

We each and every one of us want to thank both Miss Radil and Mrs. Mitchell for giving us such a lovely evening during the Christmas season.

BLIND HOME PROGRAM

On the evening of December 20, the Activities Committee of which Maud E. Petersen is Chairman, arranged a Christmas Party and Program at the Industrial Home for the Adult Blind. This was the fourth and final party of the year. We were sorry that the notice came too late for the last Herald, but those who attended no doubt had a merrier Christmas themselves for having helped bring cheer to these people. We all thank the committee for their splendid work on these programs.



CHRISTMAS DINNER

Most of us know without telling what a lovely Christmas party we had for most of us were there in person. However, we do want to tell those who couldn't come just what they missed.

We wished that everyone could have seen our lovely tree that turned slowly all around and played "Silent Night" very softly. The music box base of the tree belongs to Blanche Walsh and came from Germany. We appreciate her letting us enjoy it.

Mrs. Josephine Swan White read a few very appropriate Christmas articles. She brought to us a close realization of what Christmas really stands for in our lives.

Mrs. Buckley, our program Chairman, read the answer from the Editor of the New York Sun to the little boy who wrote "Is There a Santa Claus?"

Little Mayberry Nelson, niece of Alice Zwilling and pupil of Josephine Swan White, gave "The Night Before Christmas". A Christmas party really wouldn't be complete without it for it really was the origin of our American Santa with his reindeer, you know.

Our own Alice Moore who was much in demand that evening and came to us from another Christmas program in which she participated, climaxed the evening by telling Christmas Stories in her charming way.

We all sang Carols, led by Delena Randall, and accompanied by Matilda Wigger. Truly, a real Christmas party!

Ella Saylor Brooks assisted in arranging the Program and Dr. Swauger was in charge of arrangements for gifts for our guests. Nell Wishart acted as Chairman for the sale of Christmas candy.

Matilda Wigger and Lydia White are in charge of the "Pal" idea and will be glad to make suggestions and give information about the plan. Matilda Wigger has been affiliated with a club in the East who carried out the Pal idea so she has had direct experience.

Blanche Walsh was Chairman of decorations and was assisted by Anna Lignell, Ella Davis, Bertha McIntyre, Mary Campbell, Blanche Stedman and Mr. Swauger.

Two of the gifts for Pals either had no tags or the tags were lost. If those who brought the two gifts will identify them, we will see that they reach the persons for whom they were intended.

Gifts from Pals are in the Club office for the following members and if they will call at the office they will receive their gift. Jeanette Saunders, Mabel Kuss, Maud Mitchel, Hermine Kruger, May Schuler, Elisabeth Sherman, Alice Zwilling, Helen Artieda, Meta Mohr, Ida May Renton, Adele Walter and Nellie Donohoe.

Many of our members are saddened by the passing of Mrs. M. C. Rosseter, a former Club member, on Saturday, December 16th.



BUSINESS WOMENS HERALD

NEW MEMBERS

Mrs. Zola McVicar
Teacher, Oakland Schools
Res. Leamington Hotel
Phone Higate 2525

Mrs. A. Steppan
Owner
Piedmont Fur Shop
4293 Piedmont Ave.
Phone Piedmont 7932

AMONG OURSELVES

Miss Florence Warner, Director of the State Department of Public Welfare and Civil Works Administrator for the State of Arizona, a former member, was here for a few days visiting Alice Moore and Florence Bussell.

Miss Hermine Kruger left Dec. 15 for Cleveland, Ohio, where she and her sister will spend the holidays with the sister's son, a Professor in the University there. Then all will go to Washington, D. C. for a week, then to New York and home by the middle of January.

Miss Bird Wilson and her sister spent the Holidays in the South. They planned to spend Christmas in Los Angeles with a nephew, then on to the Imperial Valley and Palm Springs.

Susanne Chalmers was ill the early part of the month, but recovered in time to be with us for our Christmas party.

One of our members, Catherine Heineman, has opened a home bakery at 3273 Lakeshore. Her telephone is Higate 1905. She will bake any kind of pies for you on order and of course you all know of her delicious Angel Food Cakes.

Miss Elisabeth Sherman has returned from a visit in Eureka. We will be glad to welcome her back to our meetings again.

PAL PERSONALS

Dear Pal:

I want to thank my Pal for her lovely gift and wish her a Happy New Year.

Anna A. Lignell

To My Pal:

I can wait until next Christmas to find out who my Pal is, but I can't wait until next Christmas to thank her for my Christmas gift which I just love.
Ella Saylor Brooks.

To My Unknown Pal:

Your beautiful gift to adorn my future home! Thanks a lot.

Mary Johnson

FAVORITE RECIPES

From our member far in the East comes this recipe for our Herald.

RAW CRANBERRY RELISH

1 lb. cranberries
2 tart apples
1 whole orange (seedless or seeded)
1 cup sugar

Put fruit through a grinder, mix in the sugar and put on ice 24 hours. Serve with meat or fowl. How many will it serve? I don't know. Depends on the appetite. If like mine, it will serve only ONE. I dined with Alice Brookman the other day and this relish was served. It's licking good. Greetings to all.

Mae B. Wilkin

MRS. MILLER'S ZWIEBACK TORT

1 package Zwieback
1/2 cup sugar
1 teaspoon cinnamon
1/2 cube (1/8) pound butter

2 1/2 cups milk
3 egg yolks
1/2 cup sugar
4 tablespoons cornstarch
pinch of salt

Method:

Put Zwieback through grinder, add 1/2 cup sugar, 1/2 cube butter, melted, 1 teaspoon cinnamon and mix. Take off two-thirds of a cup of the crumbs. Line a pie tin with the balance. Bake in slow oven (250 to 300 degrees Fahrenheit) for 10 minutes.

Fill with following boiled custard.

Put 2 1/2 cups milk, 1/2 cup sugar and a pinch of salt in a double boiler and bring to a boil. Add dissolved corn-starch and cook and stir until done, then add slightly beaten egg yolks. Do not cook too long after adding eggs.

Fill lined pie tin with the custard, beat 3 whites of eggs with 3 tablespoons of powdered sugar, spread over top of custard and sprinkle with the crumbs you saved. Bake in a very slow oven for 30 minutes.

Anna Lignell.

JUNIOR JOTTINGS

Due to the holidays, the dates for our January meetings have been changed to the 2nd and 5th Tuesdays.

Tuesday, Jan. 9. Business meeting with a program afterwards. Sarah Shoolery will give Negro readings by Paul Lawrence Dunbar. All those who failed to get pals for 1934 may secure a pal at this meeting.

Tuesday, Jan. 30. An extra special Social. A group of the club's thespians are to produce a very special play for our entertainment. Further announcements concerning this event will be made later.

When the roll was called at our December meeting, one of our most faithful members answered by saying: "Violet Peterson". What was our surprise to realize that Violet had changed the last two letters of her name, Peck, and added four new letters, making the name Peterson. The very fortunate young man is Alfred E. Peterson. The wedding took place in November. To the happy bride and groom the club offers their sincere wishes for a life time of happiness.

Happy New Year to everyone and may we see you all at every meeting during the year 1934.

Harriet Bakewell
Publicity Chairman





BUSINESS WOMENS HERALD

Official Publication of the
Business and Professional Women's Club
Oakland, California, February, 1934

CALENDAR FOR FEBRUARY, 1934

COMMUNITY CHEST LUNCHEON

Thursday, February 1, 12:15 noon. Hotel Oakland
Joint meeting of twenty-three Service Clubs.

65¢

SPEAKER:

DR. HERMAN F. SWARTZ, President of the Pacific
School of Religion, Berkeley, Calif.

We urge a 100% attendance at this luncheon.

INFORMAL

Thursday, February 8, 6:15 P. M. Room 303, Y. W. C. A.

35¢

Chairman: DEETTE SPANGLER

DINNER

Thursday, February 15, 6:15 P. M. Hotel Leamington

85¢

MR. OLIVER KEHRLEIN, of the Aetna Life Insurance Company
will speak on "CALIFORNIA MOUNTAINEERING". Mr. Kehrlein is a
member of the American Alpine Club, the California Sierra Club
and also a member of the Oakland Safety Council. The talk will
be illustrated with slides.

Chairman: BLANCHE STEDMAN

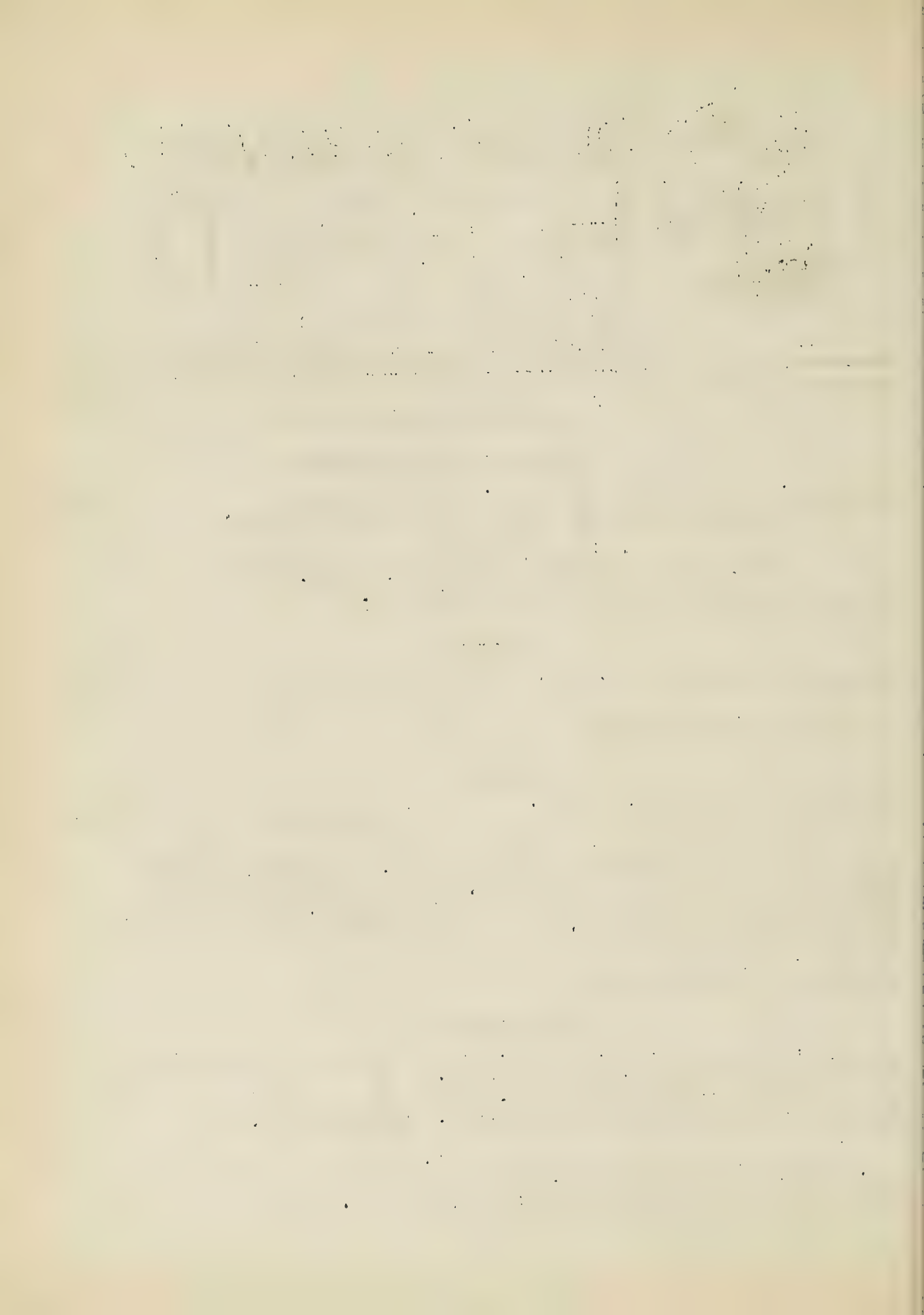
CARD PARTY

Thursday, February 22, 8:00 P. M. at the home of our President
MISS ANNA LIGNELL, 657 Vernon St.

25¢

If you do not wish to play cards, come anyway and enjoy the
evening with your fellow club members. Refreshments.

Remember to collect newspapers and rummage. When you have
any, notify Elsie Wood at La. 2270 or call Mrs. Shoolery and
they will arrange to have someone call for it.



OFFICERS

Pres. Anna Lignell
Vice Pres. Elsie Wood
Secretary Florence Ring
Cor. Secty. Nell B. Wishart
Auditor Elsie G. Rae
Treasurer Ann J. Thomsen

DIRECTORS

Alice F. Irwin
Lydia White
Amy Kirkendall
Mary J. Johnson
Emilie Bruhns
Marion Dougherty

Mrs. Sarah J. Shooley
Executive Secretary
Hotel Leamington Te. 0462

JUNIOR SECTION

Hazel Bonnelykke - President
Emilie Bruhns - Advisor

DINNER MEETING

We can look forward with interest to our dinner on Feb. 15, when Mr. Kehrlein will give us an illustrated talk on California Mountaineering. Mr. Kehrlein is an outstanding authority on mountaineering and also on the formation of mountains. He has the honor of being a member of the American Alpine Club.

CARD PARTY

Our President is to entertain us on Washington's birthday, Feb. 22 at her home. She has room for all of us and will be glad to welcome each and every one of us. Remember the date - February 22.

PUBLIC RELATIONS DINNER

The Hayward Business and Professional Women's Club is sponsoring a Public Relations Dinner in the Hayward Memorial Hall on February 13, with Brother Leo as speaker. Tickets are \$1.00 and must be purchased by February 6.

On Thursday, January 18, Miss Rudolphine Radil and Mrs. Josephine Swan White, presented the Operalogue Fay-Yen-Fah, assisted by Paul Peters and Miroslav Tamele. The program was lovely as all of their operas always are.

NEW MEMBER

Mrs. Myrtle A. Parrish
Christian Science Practitioner
Res. 240 Grand Ave. Apt. 16
Office - 1225 Latham Square Bldg.
Phone - Te. 5887.

WOMEN'S EMPLOYMENT BUREAU

Three of our Club members are on the Board of Directors of the Women's Employment Bureau, conducted at the Y. W. C. A. building at 1515 Webster St. They are: Miss Hermine Kruger, Mrs. Josephine Holly and Dr. Luella S. Swauger. This is a free employment bureau giving advice regarding training and personal fitness for employment and is placing from one to two hundred women in positions each month. The Board of Directors are asking the support of business women in this worthy cause. Individual memberships are \$1.00 a year. You can also cooperate by calling on the bureau when you need help and in that way aid them in placing more women. Checks may be sent to Miss Kruger, 1515 Webster St. and a membership card will be sent you.



ORGANIZATION OF EDUCATIONAL CLASSES

The organization of the educational classes offer many opportunities. They make available to all of us educational facilities at no charge and also put many unemployed teachers to work. Classes of especial interest to Club members are as follows:

CONVERSATIONAL SPANISH. Monday evening: 7:30 P. M. Club Room - Hotel Leamington. The teacher in charge is Miss Hazel F. C. Lindh who received her degrees of A. B. and M. A. from the University of California. She has taught Spanish in several schools including Alameda High School. She has attended a large number of summer sessions at the University of California where she has studied Spanish under noted professors from Spain.

CHORAL. Monday evening: 8:00 to 10:00 P. M. Studio of Mrs. White, 663 - 11th St. Under the direction of Mrs. Josephine Swan White and Miss Rudolphine Radil.

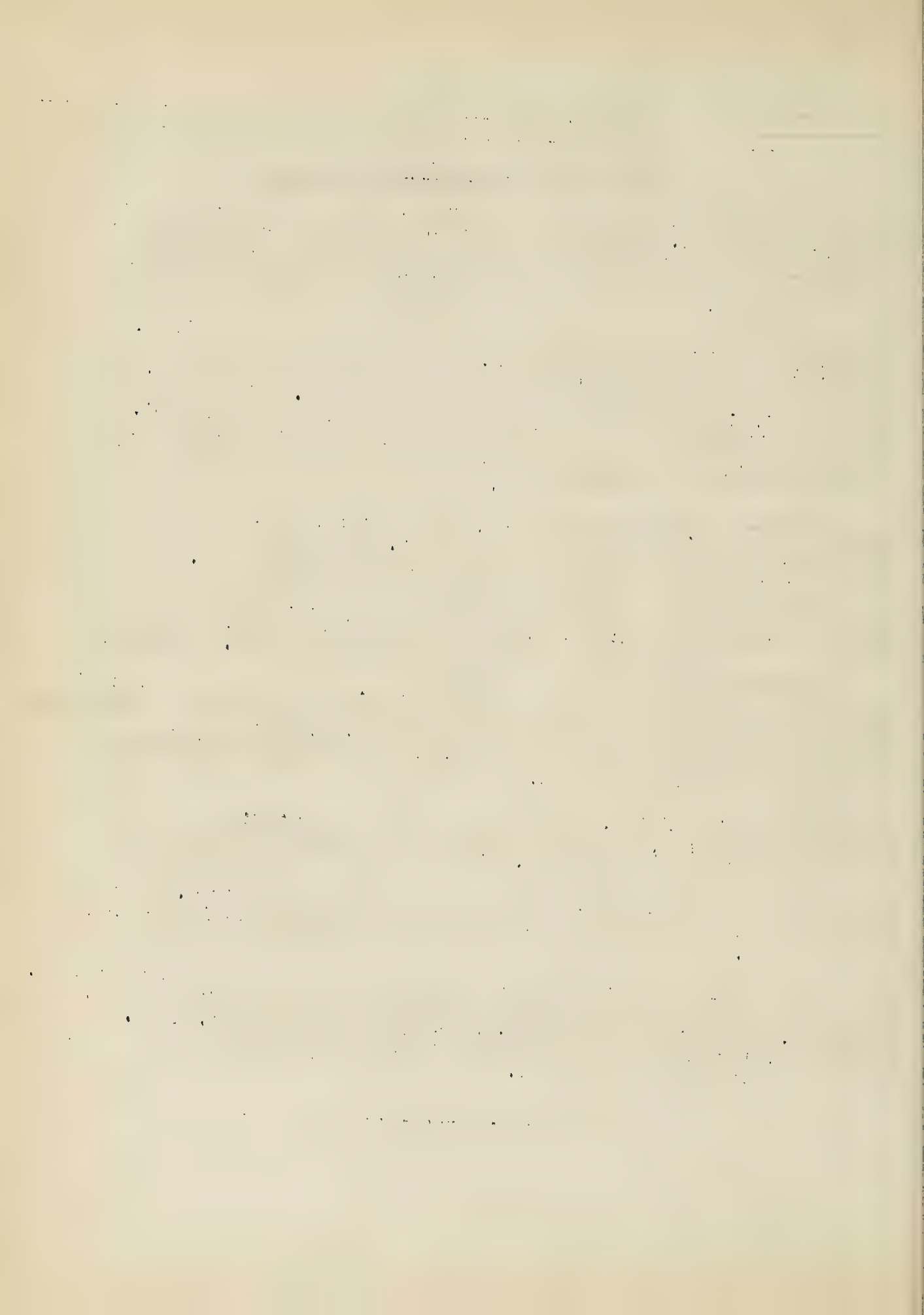
VOICE PLACING AND MUSICAL APPRECIATION. Wednesday morning - 10:00 A. M. to 12:00 Noon. Studio of Mrs. White, 663 - 11th St. Under the direction of Mrs. White and Miss Radil.

CONVERSATIONAL FRENCH AND GERMAN. Wednesday evening: 7:30 P.M.. Club Room - Hotel Leamington. The teacher in charge is Miss Margret Watson who received her A. B. degree from Barnard College, New York and her M. A. degree from Columbia. She has had wide experience.

OPERA REVIEW. Friday evening: 8:00 P. M. Studio of Mrs. White, 663 - 11th St. Under the direction of Miss Rudolphine Radil and Mrs. White.

CURRENT EVENTS. Place and time to be arranged. Register now and you will be notified as soon as the details are completed.

Tell your friends about these courses. There is no charge. Have them register with the Club Secretary any afternoon at Te. 0462 or telephone Mrs. Buckley any time at Hi. 1511. Register immediately as classes may be closed to registration if they become too large.



JANUARY LUNCHEON

Our luncheon meeting in January was most interesting. It was suggested at this business meeting that the Club members try to earn their own State and National dues this year by some novel way other than their regular business. This would relieve the new Board of Directors and Officers of a big responsibility.

Various ways were suggested and some members have already earned the required amount.

Some are charging taxi rates of ten cents each way to Club members to and from Club functions when they take them in their cars. Several are giving small bridge or supper parties in their homes at 25¢ each. Still another is simply dropping her pennies in a box and says the amount is climbing fast.

At a meeting in the Fall, we will hear all the novel ways that members raised their money.

Mrs. Ella Saylor Brooks suggested that we save our newspapers and they would buy them. One delivery has already been made, but we will need lots of paper. Don't forget to save your newspapers for us.

Mrs. Wood spoke about the rummage sale to be held in the Spring. There are many people glad to get articles that to you have lost their usefulness. Many of your friends no doubt have rummage they would be glad to dispose of, so just let us know and we will call for it. Also save your paper bags to use for wrapping the articles. Odd dishes are always in demand.

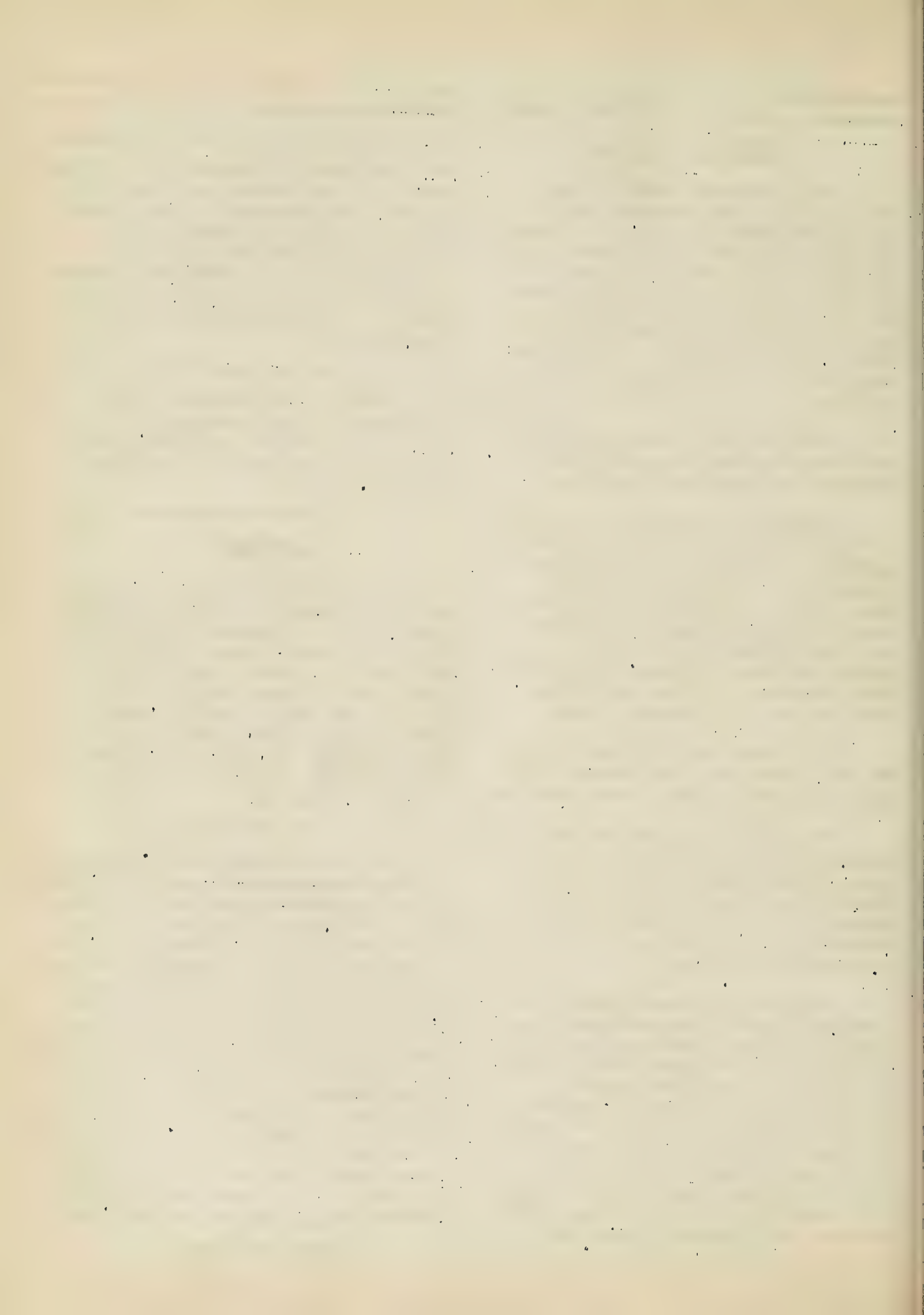
Our speaker at the luncheon was Mrs. Emilie Bruhns who is part owner of the Leamington Beauty Salon. She showed us what fine opportunities are open to the beauty operator who is really interested in her work and wishes to help rest and relax her customers as well as improve their appearance.

Many of our members are saddened at the passing of Mrs. E. S. Moffat on January 21. She was the mother of the late Florence King.

FOR RENT

Two nicely furnished light, sunny apartments, three and five rooms each. Piano. 3312 Broadway at Piedmont Ave. Walking distance to town. Would make excellent offices for Doctor, Dentist or other Professional. Rent - \$24.00 and \$26.50. Phone ESTHER GOODWIN, La. 8891 between 6:00 or 7:00 P. M. or before 8:30 A. M.

Do you always read your copy of the Independent Woman? If not, you are missing some very worthwhile articles. In the January issue there is a splendid article, "Insurance for the Unemployed" by Martha Livingston. In the same issue, an article by Alice Keith on Education by Radio offers much food for thought on how to improve our Radio programs without so much advertising. No doubt, the next few years will see many changes in the type of Radio programs. Those of us who enjoy really good programs should do our part in any way possible to keep worthwhile educational programs on the Air.



AMONG OURSELVES

Mrs. Carrie Hall spent three weeks visiting in Fresno this month. We have missed her from our meetings.

Nabel Kuss has been ill the past month, but is improving.

PAL PERSONALS

My dear Pal: I hope you were sitting near me at the Christmas party so that you could see how thrilled I was to receive the box of exquisite stationery. I can hardly wait to find out who you are to thank you in person.

Sincerely,
Georgia Maiden

Dear Pal: Thank you so much for my birthday gift which was just exactly what I wanted.

Sincerely,
Josephine Holly

My Dear Pal: Since I cannot thank you in person, I take this method to convey to you my delight in my lovely shopping bag. I am finding much joy in using it.

Sincerely,
Alice Zwillinger.

A new membership list is soon to be compiled. Please report any change of address or telephone number to Mrs. Shoolery.

JUNIOR JOTTINGS

Thursday, Feb. 1. Service Clubs' Joint Luncheon, for the Community Chest at the Hotel Oakland.

Tuesday, Feb. 6. Business meeting, following which our Senior Advisor, Mrs. Emilie Bruhns will be our guest speaker.

Tuesday, Feb. 20. Social. Plans for this meeting have not been completed, cards will be mailed announcing full particulars.

At our January meeting, we had as a guest, a past President, Alma Kofoed. How nice it was to see Alma. We do wish that more of our former members and officers would follow Alma's example and visit the Club.

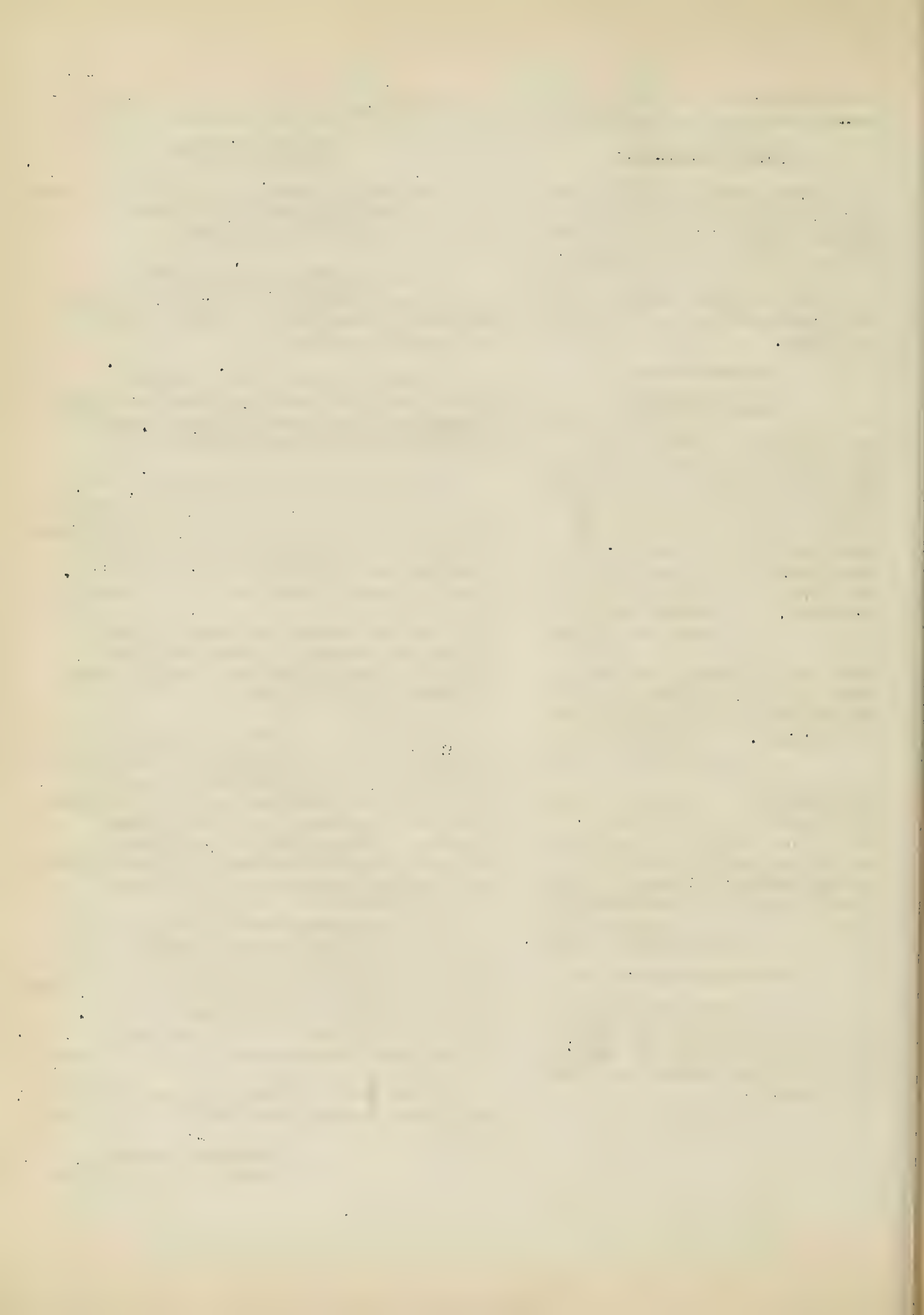
We are happy to report that Miriam Schwantes is now well and able to join again that large group of commuting Juniors.

In the past several months, the club has been particularly fortunate in securing four new members, they are: Mollie McKinnon, Maria Jollain, Patricia Piccone, and Josephine Chiesa. Josephine is a sister of Eva and Virginia Chiesa who were both very active members for so long.

At Christmas the marriage of Viola Bocca and George French took place in Alameda. Viola is a past president, but has not been affiliated with the club for several years. The Club extends to Mr. and Mrs. French much happiness for the future.

Have you written to your Pal?
How about being your Pal's valentine?

Harriet Bakewell
Publicity Chairman





BUSINESS WOMEN'S HERALD

Official Publication of the
Business and Professional Women's Club
Oakland, California, March, 1934

CALENDAR FOR MARCH, 1934

Thursday, March 8. Evening meeting - Hotel Leamington - 8:00 P. M.
Speaker: DR. PHILIP W. BUCK of Mills College.

"CITIZEN'S INTEREST IN GOVERNMENT AND WORLD AFFAIRS." 25¢

Chairman: FAYE OTIS BUCKLEY

Sunday, March 11 to Saturday, March 17 - BUSINESS WOMEN'S WEEK.

SUNDAY SERVICES

Sunday, March 11. Alameda Club invites all clubs in the Bay District
to join them at the evening service of the Congregational Church
of Alameda on Central at Chestnut St. 7:30 P. M.

Special musical program and appropriate sermon by Dr. Gail Cleland

LUNCHEON

Thursday, March 15. Hotel Leamington - 12:15 P. M. 60¢
"COUNSELLING AND GUIDING THE BUSINESS WOMAN OF TODAY AND TOMORROW."

Speakers:

MRS. VERNON LANG WILLIAMS - Employment Manager of the MacMarr Stores.

KATHRYN THOMAS BANGS - Executive Secretary, Women's Free Employment
Bureau of Oakland

JOSEPHINE HOLLY - Personnel Director - Whitthorne & Swan.

Chairman: HERMINE KRUGER.

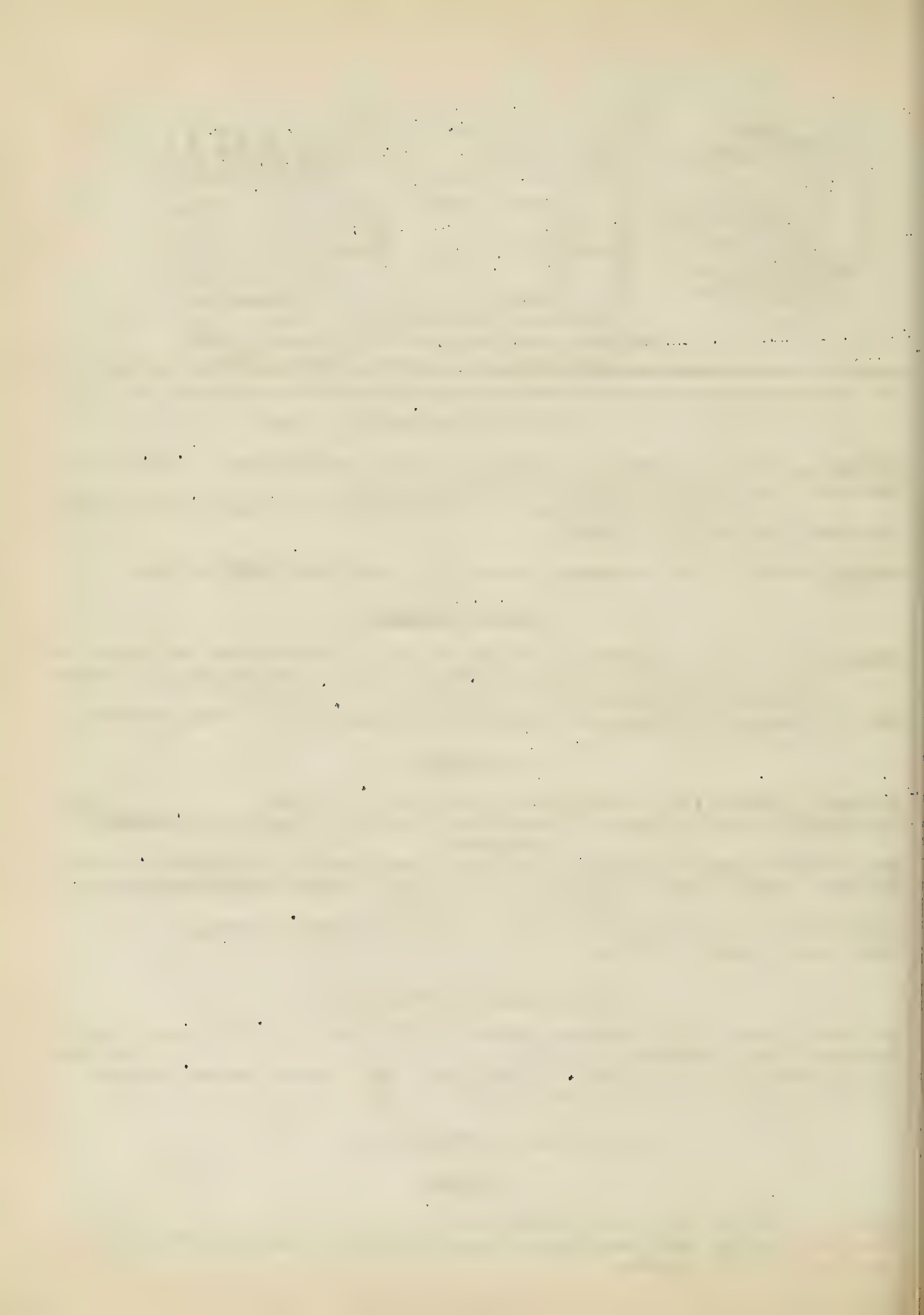
JOINT BANQUET OF BAY CLUBS

Saturday, March 17. Berkeley Women's City Club - 7:00 P. M. \$1.25
Speaker: MRS. NATHANIEL GARDNER. (tax inc.)
Instrumental music by GRACE ADAMS EAST. Trio music during dinner.
Vocal Solos by MRS. PANSY PACHECHO.

No meeting Thursday, March 22.

DINNER

Thursday, March 29. Hotel Leamington - 6:15 P. M. 85¢
The program for this meeting is being arranged. Details will follow.
Chairman: MARY BARNBY.



BUSINESS WOMENS HERALD

OFFICERS

Pres.	Anna Lignell
Vice Pres.	Elsie Wood
Secretary	Florence Ring
Cor. Secty.	Nell B. Wishart
Auditor	Elsie G. Rae
Treasurer	Ann J. Thomsen

DIRECTORS

Alice F. Irwin	
Lydia White	
Amy Kirkendall	
Mary J. Johnson	
Emilie Bruhns	
Marion Dougherty	

Mrs. Sarah J. Shoolery	
Executive Secretary	
Hotel Leamington	Te. 0462

JUNIOR SECTION

Hazel Bonnelykke	- President
Emilie Bruhns	- Advisor

BUSINESS WOMEN'S WEEK

Complete arrangements are being made for this week by the committee. Hermine Kruger, Chairman with Josephine Holly, Ella Saylor Brooks, Marie Graves, Rose Burckhalter, Daisie Short, Margaret Chalmers and Alice Burnell.

Watch for window displays in numerous stores, newspaper publicity and Radio talks. As in past years, members are to talk to school Assemblies.

The committee for Business Women's Week are arranging the luncheon for March 15 as our contribution to the Unemployed girls and women of the community. They think it would be a real service if each member would bring to this luncheon as her guest a young unemployed girl. Possibly you may not know of such a girl- Phone Mrs. Shoolery and one will be provided for you.

Mrs. Josephine Swan White, Miss Rudolphine Radil, and Paul Peters will give a fifteen minute program over KROW, on Wednesday evening, March 14 at 8:00 P. M. as their contribution to Business Women's Week.

Three five minute talks will be given over KLX and two over KTAB during the week. Those making the broadcasts are Ella Saylor Brooks, Marie Graves, Josephine Holly, Bird Wilson and Hermine Kruger.

Be sure to listen to KLX on Thursday, March 8 from 5:30 to 6:00 P. M. to the High School Newspaper of the Air, sponsored by Heald's College. A dramatization of the Business Women's loan fund will be given as a compliment to Business Women's Week.

The banquet on Saturday evening at the Berkeley Women's City Club is to be a joint meeting of all the clubs around the Bay. Be sure to make your reservations with Mrs. Shoolery by Tuesday, March 13 as all reservations must be in Berkeley by Wednesday. We hope to have a representative group at this meeting as its success depends upon the cooperation of the various clubs.

Congratulations are in order for one of our former members, Mrs. Cleora Harris Rogers who became the bride of Mr. Richard Green Harris on Saturday, February 3. They are at home at 3085 Mountain Boulevard, Oakland.

What is the meaning of a demonitized Nation? Dr. Buck will be glad to answer questions. Be sure to hear him on March 8.

MEETING, March 8.

You will all want to hear Dr. Philip W. Buck, Assistant Professor of Government at Mills College. He is a graduate of the University of Idaho. While there he received the Rhodes Scholarship. He studied at Oxford for three years where he read Economics and Politics. He has recently received his Ph. D. degree from the University of California.

Sixty-two of our Club members attended the Community Chest Luncheon held at the Hotel Oakland, February 1. This was a joint meeting of twenty-three service clubs. The Honorable Herbert Hoover and Dr. Herman F. Swartz, President of the Pacific School of Religion were the speakers.

Our dinner for February 15, when Mr. Oliver Kehrlein was to have been speaker, had to be postponed because of the dinner given by the San Francisco Club in honor of Miss Emily Kneubuhl, Executive Secretary of the National. A representative group of members of our Club went to San Francisco to attend this most interesting and inspiring meeting. Mr. Kehrlein has very graciously consented to speak for us at a later date.

STATE ANNUAL MEETING

We hope you will keep in mind the State Annual Meeting to be held in Los Angeles, Saturday and Sunday, May 19th & 20th.

A large number of Club members spent a delightful evening on February 22 at a card party held at the home of our President, Miss Anna Lignell. We surely enjoyed her hospitality.

We wish to call your attention to an article in the February Independent Woman entitled "Etiquette for Office Hours" by our own former President - Mrs. Elizabeth Gregg MacGibbon.

NEW MEMBER

Mrs. Alma Sipman
Secretary and Assistant
Dr. Dudley Smith
1904 Franklin
Business Phone Hi. 2232
Home Phone Te. 1872

AN OPPORTUNITY

Elsie Beaumont would like someone to share her home with her and divide the expenses. If interested, call Mrs. Shoolery.

One of our Past Presidents and very active Charter Members had a birthday recently, Bessie Wood Gustason. Some of the members wrote her and one went up to see her. She had not been very well, but we are glad to hear that her health is improving.



AMONG OURSELVES

Elsie Rae is now with the firm of the Hohn M. Olney, Inc. at 2620 Shattuck Ave., Berkeley. She has the position of Office Manager. We wish her much success in her new position.

Our Club Treasurer, Mrs. Ann Thomsen underwent a major operation at the "Montana Deaconess" Hospital in Great Falls, Montana last week. We are glad to hear that she is getting along nicely. She would be glad to hear from the club members. Address her % Dr. Alf. C. Johnson, Great Falls Clinic, Great Falls, Montana. Dr. Johnson is a brother of Mrs. Thomsen.

Remember to save your newspapers and rummage. Call Mrs. Wood at La. 2270 or Mrs. Shoolery and we will have it collected. You can leave newspapers at the Yellow Lantern Art Shop, 46 Grand Ave. at any time.

A few of the members have already turned in the money they have earned for their State and National dues. The money is being raised by them in several novel ways.

PAL PERSONALS

Dear Pal:

I wish to thank you for the lovely Christmas gift you sent me.

Elisabeth Sherman.

JUNIOR JOTTINGS

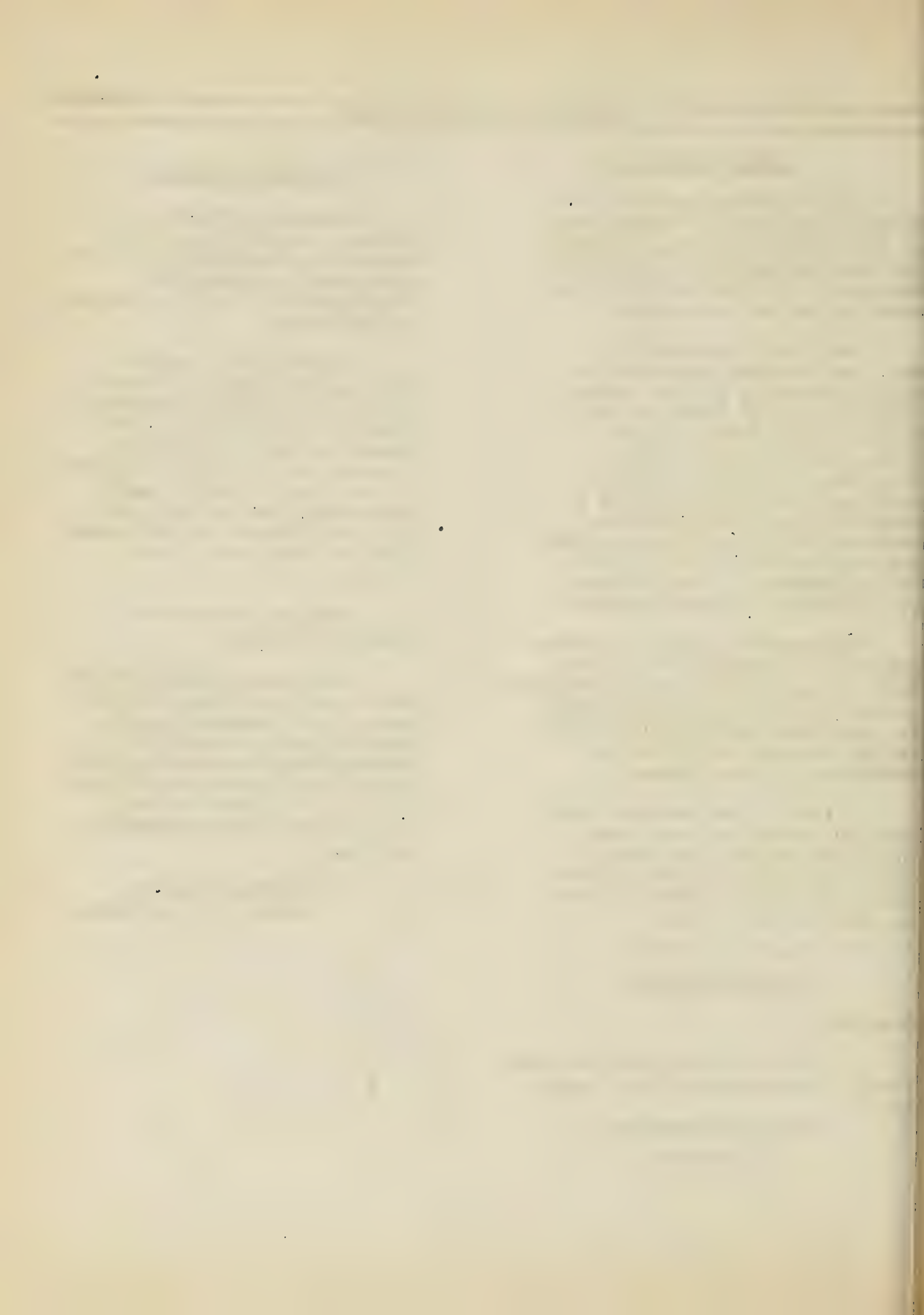
Business meeting - Tuesday, March 6th. The Nominating Committee will be appointed to choose the candidates for office for the coming year.

Juniors will regret hearing that one of our most active and popular members, Miss Harriet Bakewell, has handed in her resignation. Harriet was a charter member of the Juniors and a past president, and we hope she will not forget us, but come down to visit once in a while.

Have you written to your Pal lately?

You have probably heard about the good time everyone had at the swimming party. Talk is going around of a forthcoming horseback riding party, and gossip has it that we shall see some of our well-known equestriennes in action.

Kathleen Bugler,
Publicity Chairman.





BUSINESS WOMENS HERALD

Official Publication of the
Business and Professional Women's Club
Oakland, California, April, 1934

CALENDAR FOR APRIL, 1934

LUNCHEON

Thursday, April 5. Hotel Leamington 12:15 P. M. 60¢
Election of Officers
ADELE WALTER will give a short talk on "Spring Styles".

BAY DISTRICT ANNUAL CONVENTION

Saturday and Sunday, April 7 and 8. Clark Hotel, Stockton
Saturday, President's Dinner, Masonic Temple 7:00 P. M.
Sunday, Board Meeting 9:30 A. M. Clark Hotel
Business Meeting, 10:30 A. M. Luncheon, 12:30 P. M.

DINNER

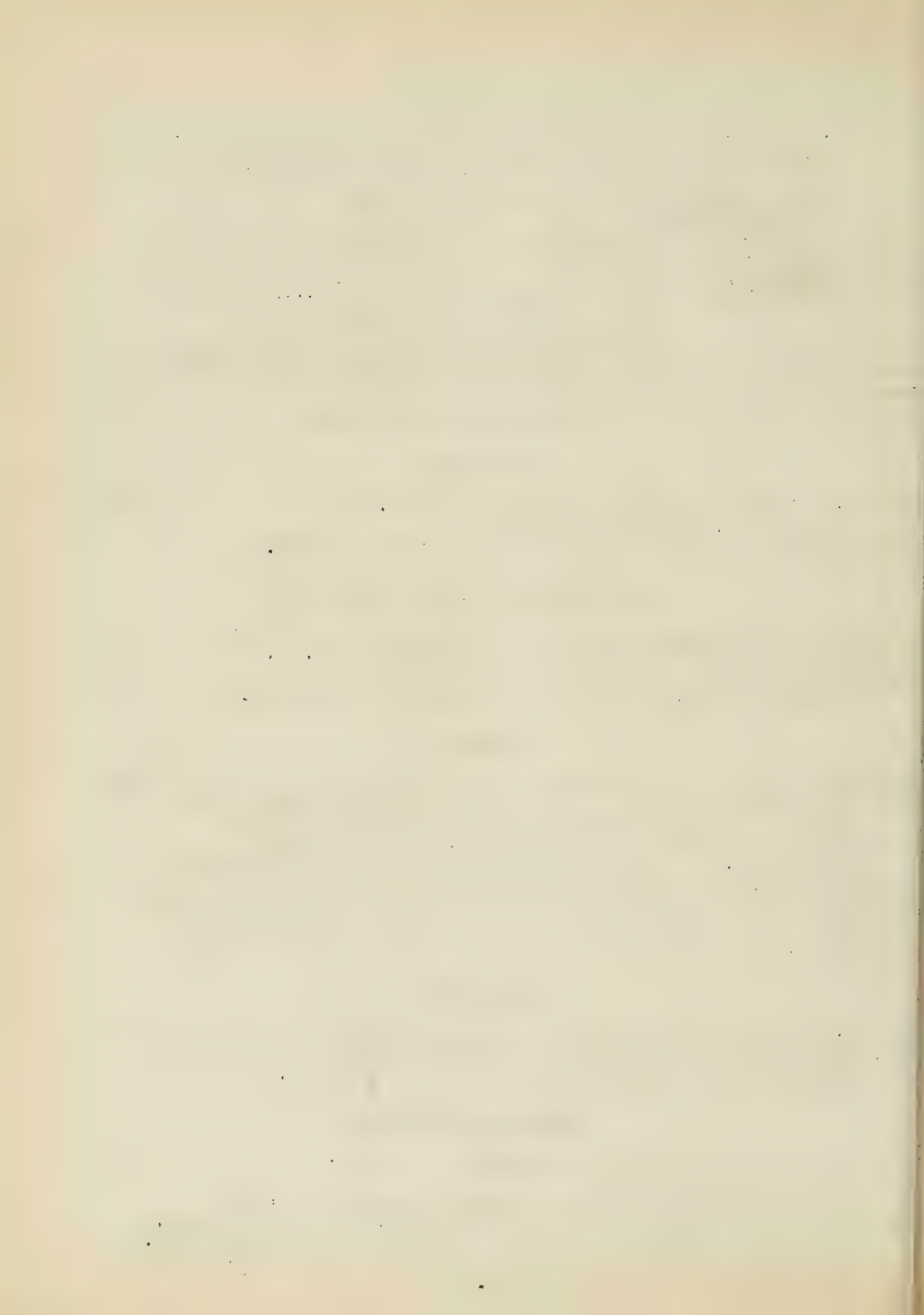
Thursday, April 12. Hotel Leamington, 6:15 P. M. 85¢
MISS JANET BAIRD of Ryder & Ingram, Radio Advertising, will
present a playlet dramatizing our Loan Fund. Those
taking part will be Betty Davis, Isobel Lacey and
Henry Dodson. Miss Baird will give some impersonations.
RUDOLPHINE RADIL is arranging the music.
New members for the past year will be honored at this meeting.
This part of the program is in charge of MARY CAMPBELL.
Chairman: ALICE IRWIN.

BOOK REVIEW

Thursday, April 19. World Book Shop, 50 Grand Ave. No Charge
MRS. ELINOR BOYLE NICHOLS, one of our new members will review
several recent worthwhile books. 8:00 P. M.

INSTALLATION DINNER

Thursday, April 26. Hotel Leamington 7:00 P. M. 85¢
INSTALLATION CEREMONY.
Surprise Musical Number arranged by RUDOLPHINE RADIL
Speaker: JACK TUCKER, the Famous Sound Effect Man of Hollywood,
who is now connected with the National Broadcasting Company.
Mr. Tucker will demonstrate the way sound effects are made
over the radio and in the movies.



BUSINESS WOMEN'S HERALD

LUNCHEON, April 5.

At this meeting, we will elect our new officers for the coming year. Adele Walter is also speaking for us by special request of a number of club members.

The nominating committee, composed of Bird Wilson, Dr. Swauger, Susanne Chalmers, Lea Brunquist and Josephine Holly, present the following names:

President	Freda Smith
Vice Pres.	Marion Dougherty
Rec. Sec.	Effie Barnes
Cor. Sec.	Blanche Walsh
Auditor	DeEtte Spangler
Treasurer	Lea Brunquist
New Board	Ella Flynn
	Mabel Little
	Dr. McGilvery

The members staying on the Board for another year are Alice Irwin, Lydia White and Amy Kirkendall.

The East Bay League of Women Voters have cordially invited us to attend their meeting on Monday evening, April 9, at the Hotel Leamington at 8:00 P. M. Price 25¢. They are having as their speaker Dr. Buck of Mills College whom we heard last month. His subject will be - "The Labor Union, The Employer, and The Administration". We know those of our members who heard Dr. Buck will be delighted to avail themselves of the opportunity to hear him again.

Have you remembered your Pal recently? She would love to hear from you.

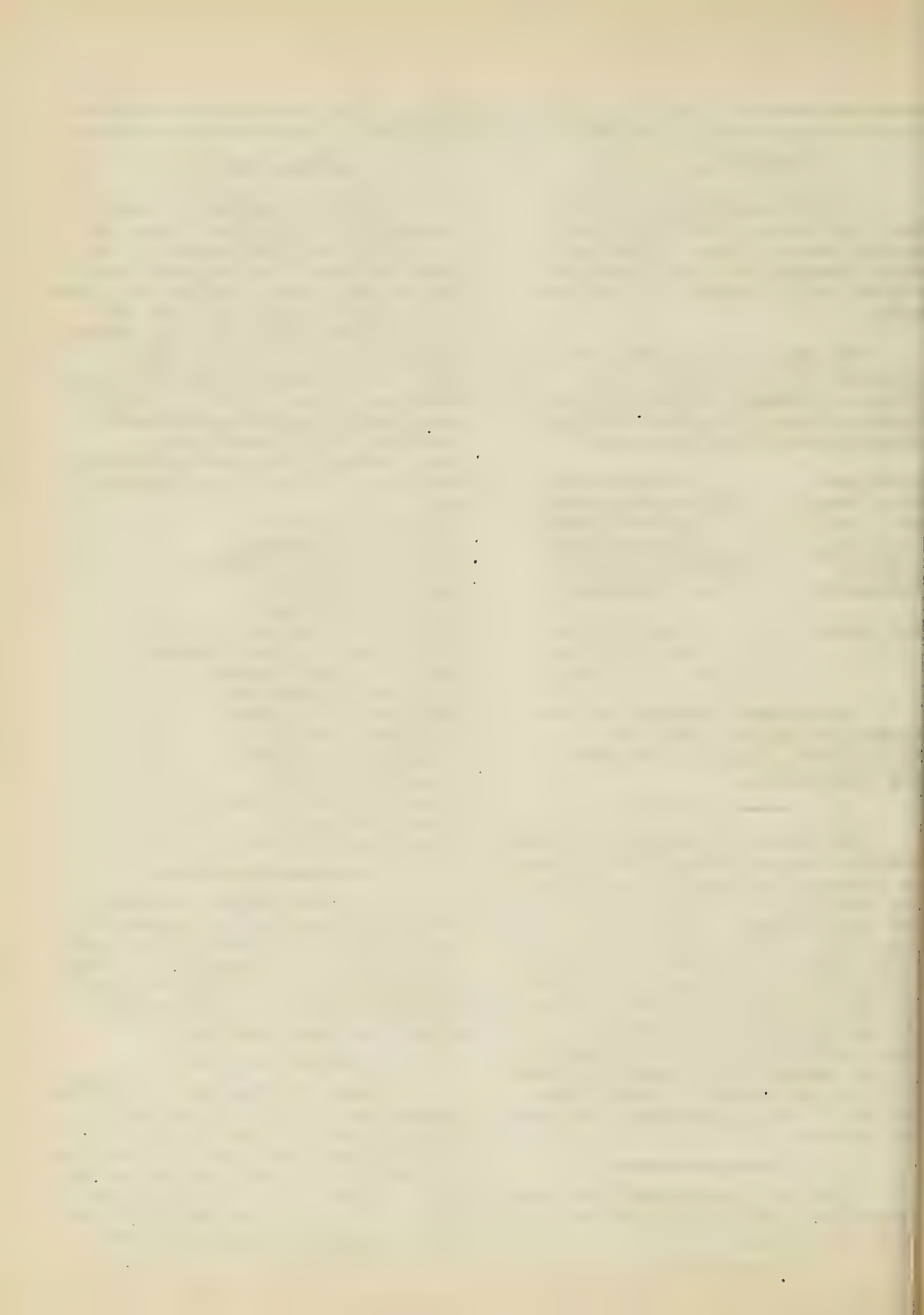
DINNER, April 12.

A lovely evening has been planned for April 12. Those of you who heard Miss Baird at the luncheon know that you may look forward to a most interesting program. The playlet will be the one presented over the air during Business Women's Week. Miss Radil is arranging music for the evening. Alice Irwin is Chairman. Mary Campbell, membership Chairman, will preside at a table honoring the new members of the year. Those to be honored are:

Mrs. Ella Davis
Mrs. Nellie Donohoe
Mrs. Katherine Freitas
Miss Bernice Kut
Mrs. Zola McVicar
Mrs. Meryle Napton
Mrs. Elinor Boyle Nichols
Mrs. Nell Wold Ordway
Mrs. Myrtle Parrish
Mrs. Jane Patterson
Dr. Myrtle Poole
Miss Cleo Prichard
Mrs. Alma Sipman
Mrs. Mortimer Smith
Mrs. A. Steppan
Mrs. Olive Wallace

Alice Zwillinger and her group will present a program of dancing at the Women's City Club at 2:30 P. M. on Sunday, April 8. Admission 50¢ and tax. Pianist-Muriel Olofson. Guest Artist - Armine Martin, Soprano.

Be sure to remember the State Convention to be held in Los Angeles, May 19 and 20. Special Hotel Rates have been received at the office and the various steamship companies are offering fine rates. Those interested can secure complete information from Mrs. Shoolery.



BUSINESS WOMEN'S WEEK

To the committee in charge of the activities of the week, the Club indeed owes a big debt of thanks for the fine way in which they arranged the various programs for the week. The members of the committee were Hermine Kruger, Rose Burckhalter, Alice Burnell, Marie Graves, Josephine Holly, Daisy Short and Ella Saylor Brooks. We are especially grateful to Nellie Donohoe, Hermine Kruger, Josephine Holly, Ella Saylor Brooks, Bird Wilson, Mary Barmby, Marie Graves, Miss Krotz of Heald's College and Miss Burton of Whitthorne & Swan who either presented talks over the radio or went out to various school Assemblies as speakers. Mrs. Josephine Swan White and Rudolphine Radil, assisted by Paul Peters, Tenor, gave us as their service for Business Women's Week, a delightful fifteen minute program over the Air. "The High School Newspaper of the Air" sponsored by Heald's College presented a skit dramatizing our Loan Fund as a service for the week. One inquiry has already been received as a result of this broadcast.

Our Business Women's Week luncheon will long be remembered by many of us. Many of the members brought as their guests that day young unemployed girls and within twenty-four hours positions had been secured for three girls. Mrs. Holly gave a most interesting talk on personnel work and related her own experience in getting started in that line of work. Mrs. Bangs of the Women's Free Employment Bureau gave a splendid talk and Miss Janet Baird of Ryder and Ingram entertained us with experiences encountered by a person engaged in radio advertising.

We were glad to have with us that day many friends from nearby cities and clubs. Included in the list were members of the Berkeley and Alameda B. P. W. C. and members of the Oakland Soroptimist Club.

A large delegation from Oakland attended the final meeting of the week at the Berkeley Women's City Club on Saturday evening, March 17. We enjoyed a fine dinner and a lovely program. Mrs. Nathaniel Gardner was the speaker of the evening and gave us much food for thought. She spoke on "Communism, Facism and the New Deal".

Today we are looking forward to our dinner program for March 29, of which Mary Barmby is Chairman. We are to hear from Mrs. Aimee Meloling, Matron at the City Jail who has recently returned from a trip to Tehachapi. Sheriff Driver, sheriff of Alameda County and Mr. J. R. Driver, Superintendent of the Prison Farm will also speak to us.

PAL PERSONALS

Dear Pal:

I'm sure I have the very best pal there is for you knew just what I would like. Thanks for the gift and the lovely card.

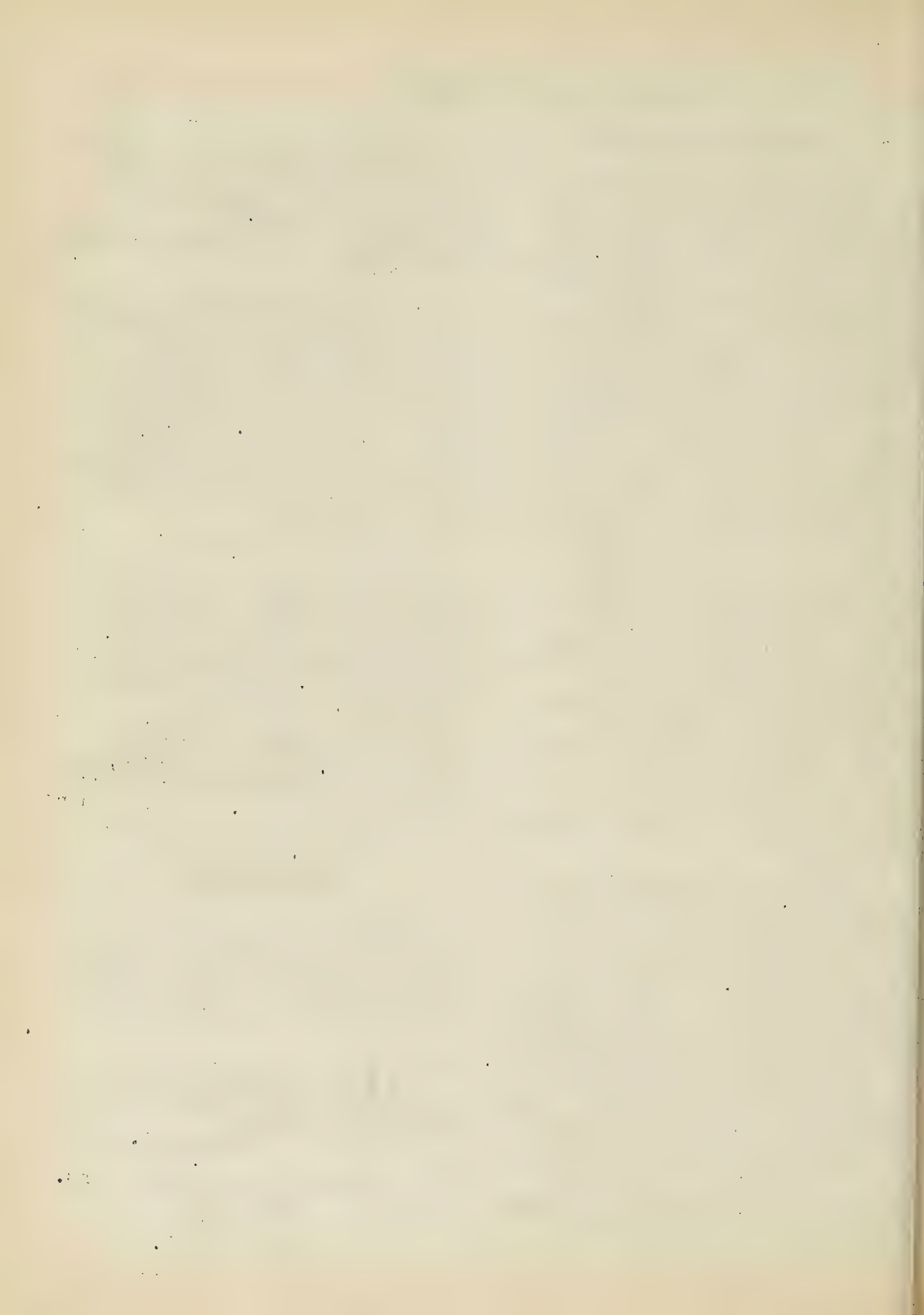
Ann Thomsen

Dear Pal:

I want to thank you for the beautiful surprise gift. It is surely appreciated.

Emilie Bruhns.

Be sure to drop a line to your Pal.



MORE EMERGENCY EDUCATION CLASSES

All of these classes are open to the Public with no charge. They are made possible by the Federal Government thru the Emergency Education Dept. All of the club members appreciate the time and effort given by our program chairman, Faye Otis Buckley, in cooperating with the Board of Education in the arranging of these classes.

TAP DANCING Monday evening 7:30
Golden Gate School.
Teacher: Alice Zwillinger

BALL ROOM DANCING Tuesday night
7:30 P. M. Golden Gate School
After April 10. Alice Zwillinger

TAP DANCING Wednesday morning
10:00 A. M. Park Blvd. Recreation
Center. Alice Zwillinger

BALL ROOM DANCING Wednesday night
7:30 P. M. Lakeview School.
Especially arranged for club members and friends. Alice Zwillinger

BALL ROOM DANCING Thursday night
7:30 P. M. Laurel School
Alice Zwillinger

BALL ROOM DANCING Friday night
7:30 P. M. Park Blvd. Recreation
Center. Alice Zwillinger.

All other classes previously listed are still in operation. If the SPANISH class gets much bigger Monday evenings, we will have to look for larger quarters.

Remember the FRENCH class on Wed. evening in the Club Room. It is not too late to enroll.

OPERA LOGUE The class on Friday conducted by Mrs. White and Miss Radil became so large that another is now held on Tuesday evening.
663 - 11th St.

MUSIC APPRECIATION AND VOICE PLACING. Wednesday morning
10:00 A. M. 663 - 11th St.
Voice Placing by Miss Radil.
Music Appreciation by Mrs. White.
These classes are said to be exceptionally fine. Tell your friends to enroll.

NEW MEMBERS

Mrs. Meryle V. Napton
Lady Attendant & Hostess
The Truman Co.
2935 Telegraph Ave.
Telephone: Ho. 5700

Mrs. Nell Wold Ordway
Part Owner
Wold Book Shop
50 Grand Ave.
Telephone: Te. 0311

Mrs. Elinor Boyle Nichols
Part Owner
Wold Book Shop
50 Grand Ave.
Telephone: Te. 0311

We are glad to welcome these new members. Mrs. Ordway and Mrs. Nichols have a lovely new book shop and you are urged to drop in and see them. Be sure to attend the Book-Review at their shop on April 19 at 8:00 P. M. They have a full line of fine books and an extensive rental library.

A recent letter from Mae Wilkin tells us she is missing the grand and glorious Golden West. Needless to say, we miss her, too.



AMONG OURSELVES

Dr. Lillian Shields is enjoying a trip to Los Angeles at the present time.

Others taking trips to Los Angeles within the past month were Mr. and Mrs. Norton J. Morgan and Mr. and Mrs. Patterson.

Jean Baird spent a weeks vacation enjoying a good rest at St. Helena.

Anyone contemplating a visit to the desert should consult the four travelers, DeEtte Spangler, Blanche Stedman, Mary Johnson and Lola Stephens. There was little these club members missed over a distance of 1000 miles. They report the flowers at their best and the country very beautiful and interesting.

Florence Bussell spent the Spring vacation on a trip to Arizona to visit Floss Warner. During the week, they took a trip to the Grand Canyon.

We are glad to report that our club treasurer, Ann Thomsen, is home again following a month's illness in the Hospital at Great Falls, Montana. Just before leaving Great Falls, she was the guest of honor at a luncheon given by the members of the Great Falls B. P. W. C. at the Rainbow Hotel. She reports they have a fine club there. Ann wishes to thank the many members who sent her cards and letters during her stay in the Hospital.

Eunice Prichard has been on the sick list recently, but is improving.

We are glad to have Mabel Kuss back at the meetings again after a long time on the shut-in list.

Bessie Wood Gustason dropped in the office on Tuesday. She says to tell the Club members she is feeling fine again and able to discharge her Doctor. She plans a week in Oakland in April so we will have an opportunity to see her.

JUNIOR JOTTINGS

Don't forget, election of officers on April 3rd. The following members were appointed to the Nominating Committee:- Marina Ham, Elvira Ham, Agnes Murray, Katherine Molinari and Kathleen Bugler.

Those who missed the dinner at the Berkeley Women's City Club in honor of National Business Women's Week missed a very enjoyable evening.

The horseback riding group reports that all members are still on deck and that the horses are standing the strain.

Don't forget the Birthday and Installation Dinner on the 17th. After all this is the Social Highlight of our Club year and we should turn out on masse in honor of the occasion.

Bettye Sukk would like to thank her Pal for her lovely birthday present.

Katherine Molinari thanks her Pal for her Valentine and Agnes Murray says "thank you" for the lovely corsage.

KATHLEEN BUGLER
Publicity Chairman



BUSINESS WOMEN'S HERALD

Official Publication of the
Business and Professional Women's Club
Oakland, California, May, 1934

CALENDAR FOR MAY, 1934

AMERICANIZATION MASS MEETING

Tuesday, May 1st. Civic Auditorium No charge 8:15 P. M.
Sponsored by the American Legion and Service Clubs

LUNCHEON

Thursday, May 10th. Hotel Leamington, 12:15 P. M. 60¢
Annual Business Meeting for members only.
Regular annual reports from chairmen of committees.
Chairmen of committees are asked to give reports and
bring copies to file in the Club Office.
Report of the District Annual Meeting by Dr. Swauger

CARD PARTY

Thursday, May 17th. Home of Dr. Swauger, 3785 Harrison St. 25¢
Chairman: LYDIA WHITE 8:00 P. M.

ANNUAL STATE CONVENTION

Saturday and Sunday, May 19th and 20th. Los Angeles.

DINNER

Thursday, May 24th. Hotel Leamington, 6:15 P. M. 85¢

MR. OLIVER KEHRLEIN, of the Aetna Life Insurance Company will give us an illustrated talk on "California Mountaineering". Mr. Kehrlein is a member of the American Alpine Club, the California Sierra Club and the Oakland Safety Council.
Chairman: BLANCHE STEDMAN

INFORMAL

Thursday, May 31st. Room 303, Y. W. C. A. 6:15 P. M. 35¢
Chairman: DeETTE SPANGLER



OFFICERS

Pres. Freda Smith
Vice Pres. Marion Dougherty
Rec. Sec. Effie Farnes
Cor. Sec. Blanche Walsh
Auditor DeEtte Spangler
Treas. Lea Brunquist

DIRECTORS

Ella McGilvery
Mabel Little
Ella Flynn
Alice Irwin
Amy Kirkendall
Lydia White
Mrs. Sarah J. Shoolery
Executive Secretary
Hotel Leamington Te. 0462

JUNIOR SECTION

Kathleen Bugler President
Emilie Bruhns Advisor

ANNUAL BUSINESS LUNCHEON

At the luncheon on May 10th, reports of the activities of the past year will be given. We are asking the Chairmen of the various committees to turn in their reports to the office so that they may be on file for reference by the new chairmen for the coming year.

CARD PARTY

As it has been some time since we have had a regular card party, we anticipate a fine crowd at the party on May 17th. Dr. Swauger has again generously donated the use of her home for the party and we all know what a good time we always have at Dr. Swauger's. Lydia White, the chairman of the evening, promises everyone a good time.

ANNUAL STATE CONVENTION

On Saturday and Sunday, May 19th and 20th, delegates from all over the State will assemble at Los Angeles for the Annual Convention. Delegates elected are Freda Smith, Josephine Holly and Mary Barnby.

DINNER

We know how disappointed you were when we had to postpone Mr. Oliver Kehrlein's talk which was planned for February. However, we will now have the opportunity to hear him at our dinner meeting on May 24th. Mr. Kehrlein is an outstanding authority on mountaineering and also on the formation of mountain ranges.

ANNUAL DISTRICT CONVENTION
STOCKTON

Sunday morning, April 8th, Dr. Luella Swauger, Lydia White and Esther Goodwin motored to Stockton to attend the Bay District Convention. The Business meeting was held in the Fountain Room of the Hotel Clark. A music program was presented during the luncheon. The new officers were installed as follows: Miss Florence Stahl, San Jose, President; Mrs. Mabel Dye, Alameda, Vice President; Mrs. Charlotte McClelland, San Francisco, recording Secretary; and Miss Clara Munsen, Santa Cruz, auditor. A trip to the Port of Stockton concluded the program for the day. The delegates reported a fine time and a splendid program arranged by the Stockton Club. Our Dr. Swauger was elected Publicity Chairman. She asks your cooperation and would like to have you clip various B. P. W. C. news from the various papers and bring it to the Club office. She would like to have any news of the various clubs of the District.



GREETINGS

It is a pleasure to greet the Club as President. I hope to learn a great deal by werving you.

With the splendid cooperation already manifested, there can be no doubt but that we will have another successful year - adding good history for our Club.

Here's to a friendly year for all of us.

FREDA SMITH

"Build up, instead of tearing down;
Create, and don't destroy;
Don't think a thought, nor speak a
word

To kill another's joy.
Don't let a single act of yours
Take anything away
From anyone, or cause them hurt
Today, nor any day.

There are so many splendid things
That we have toiled to bring
To Glad fruition, - so take care
That now a single thing
You speak or think or ever do
Will tear them down, my friend;
But help to keep them standing
true
And lovely to the end.

Let everyone's accomplishments
Stand as they're meant to do;
And don't tear down the nobel
work
Built by members good and true.
But - BUILD and BOOST and
BENEFIT
Just everything you can -
Because the fellow who tears down
Is not a Friend - of - Man."

This was copied from the
March edition of the California
Woman, edited by Carolyn Weber.

INSTALLATION DINNER

At a lovely dinner meeting on Thursday, April 26, our new officers for the coming year were installed. As a surprise musical number the Choral led by Miss Rudolphine Radil and Mrs. Josephine Swan White, sang several numbers for us.

Mr. Jack Tucker, the Famous Sound Effect Man of Hollywood, connected with the National Broadcasting Co. was speaker of the evening. Mr. Tucker, whom you hear, but do not see in the movies, does sound effects of birds, animals, police sirens, airplane battles, motorboat races and what have you. He is also an aviation instructor and gave Admiral Byrd his final instructions in aviation in Pensacola, Florida in 1918.

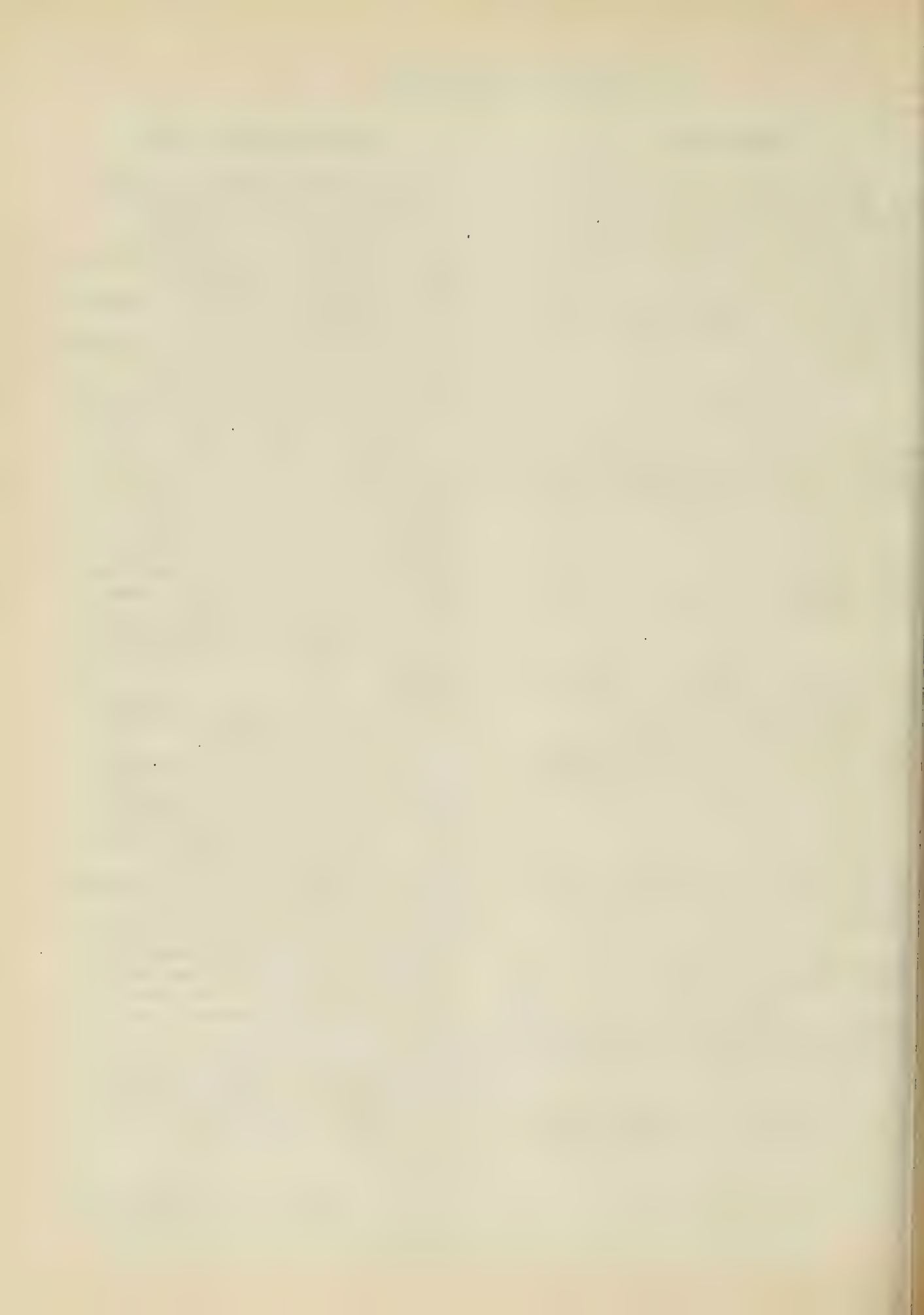
Miss Radil, accompanied by Mrs. White sang several lovely solos.

The new President received a telegram of congratulation from Mary Belle Guber.

The out-going President, Miss Anna Lignell, gave a most interesting talk on how much being President had meant to her. Our new President, Freda Smith, was greeted with a splendid ovation and spoke very briefly of her plans for the coming year. Miss Bird Wilson, on behalf of the Club members, thanked Miss Lignell and her Board of Directors for their splendid efforts during the past year.

As each incoming officer was installed, she was presented with a lovely corsage bouquet and greeted with a verse written by our Club rymster, Matilda Wigger.

Many members remembered their pal's with corsage bouquets and the ballroom was beautifully decorated.



Berkeley, Alameda and Richmond Clubs were all represented.

The Installation verses written by Matilda Wigger, follow:

Freda Smith - President

We looked the whole Club over,
Which is according to the rule
We not only found a President
But robbed a Jewler of a Jewel.

Marion Dougherty - Vice Pres.

This is an office we can't do
without
When our President is ailing or
not round about,
It will be up to you to get up
and shout,
Here am I!

Effie Barnes - Rec. Sec.

Just a little advice I am giving
Please record all you see, hear
and do,
So when they deny any motions
and moves
You can get up and tell them a
few.

Blanche Walsh - Cor. Sec.

I know you'll soon be having
loads and loads of fun,
Writing cards and letters to
almost everyone,
If you are not successful in
receiving prompt replies,
Don't fret just call on Shoolery
and she'll open up their eyes.

DeEtte Spangler - Auditor

Here's hoping you don't cut a
figger,
What we want is to make them get
bigger,
If they show up in red,
Don't wish yourself dead,
Just start out and be a gold
digger.

Lea Brunquist - Treasurer

Don't laugh this is not at all
fun,
Take the cash to the safe on
the run,
Shut the door with a bang
Before the Dillinger gang,
Has covered you up with a gun.

Ella Flynn - Director

We are taking you in on pro-
bation,
For we need a director like you,
Keep your eyes open wide
Maybe right at your side
You'll locate a criminal or two.

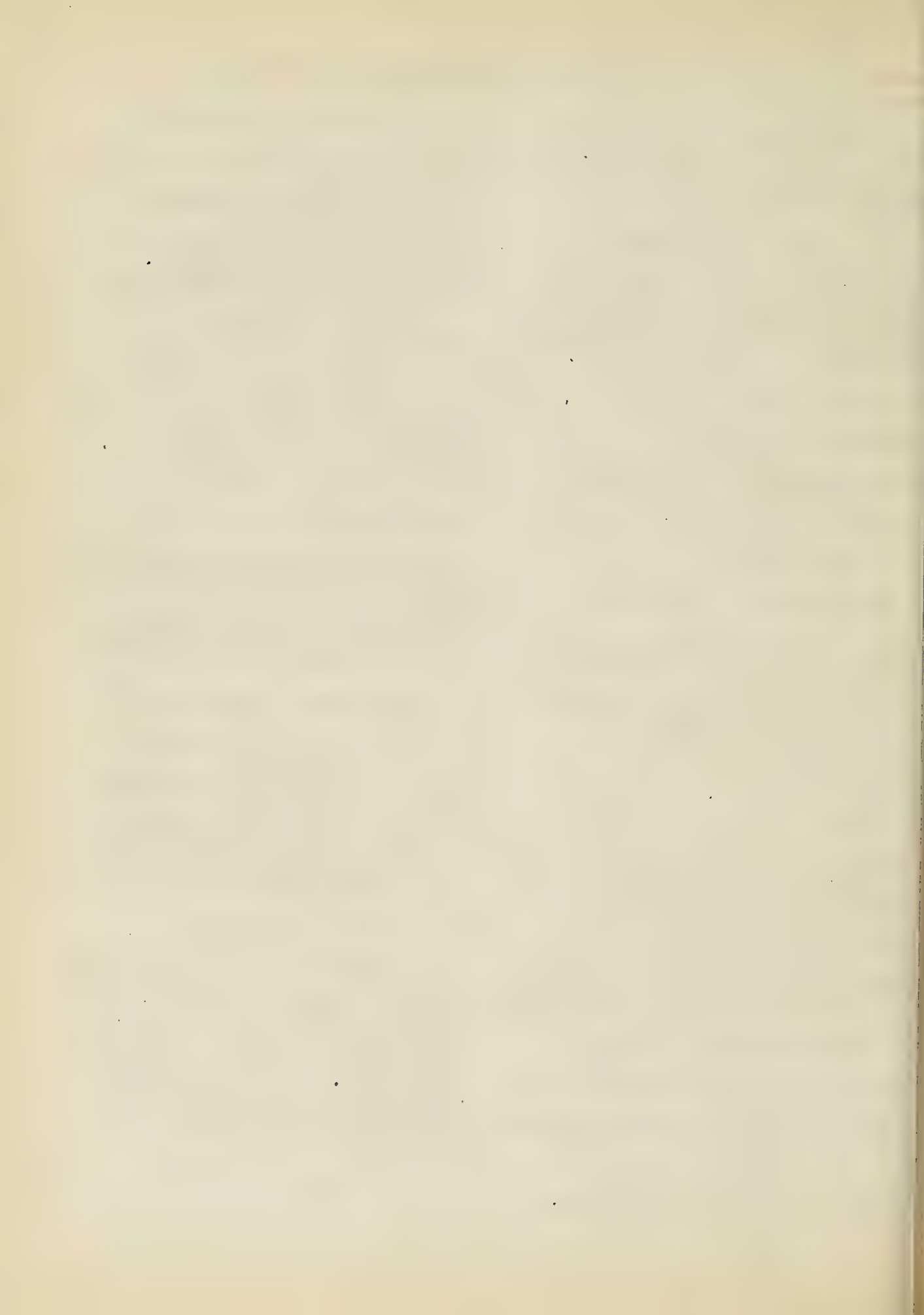
Dr. McGilvery - Director

You must be at all board meetings
If you wish to gain your points,
For at each aftermath
They'll need the Osteopath
To put back into place all the
joints.

Mabel Little - Director

We feel we need a "Little"
analyzing,
Will you help us to find where
we're ill?
If there's bugs in the rug,
Or germs in the Club,
Kill them all and start us up
hill.

Remember to save your news-
papers. We can use all you can
supply. Either leave them at
the "Yellow Lantern" or, if you
have no way to bring them, call
the Club Room and we will pick
them up. The date of the rum-
mage sale will be June 16 so
be sure to let us know if you
have any.



DINNER FOR NEW MEMBERS

The dinner meeting on April 12 was especially arranged in honor of the sixteen new members of the past year. Miss Mary Campbell had arranged a part of the program in their honor and the lovely corsage bouquets she presented to each new member were greatly appreciated. Alice Irwin was chairman of the dinner program. Miss Janet Baird of Ryder and Ingram presented three High School students, Betty Davis, Isobel Lacey and John Cook in a playlet dramatizing the Club Loan Fund. In a very real manner, these students made many of us realize what a valuable work our loan fund does.

Miss Baird wntertained us with some very amusing impersonations.

Mr. Melville Tully sang several lovely solos accompanied by Miss Rudolphine Radil.

BOOK REVIEW

More than fifty of our Club members and friends attended the Book Review at the Wold Book Shop at 40 Grand Ave. on Thursday evening, April 19th. Mrs. Ordway and Mrs. Nichols, owners of the shop and new Club members, were our hostesses. Mrs. Nichols entertained us with most interesting reviews of several recent worthwhile books. After the review, the members enjoyed looking over the lovely new book shop.

NEW ROSTER

The new Club Rosters are now at the printers. They will soon be ready for you. The price is 30¢ each. Give your order to Mrs. Shoolery now.

SONG BOOKS

Thanks to our Community Singing Chairman, Delena Randall, the Club now has fifty copies of a fine group of "pep" songs which she has compiled. She has even arranged a complete book with all the piano accompaniments all of which has no doubt taken much time and effort to prepare. We all thank Mrs. Randall for this useful collection of songs. It is a book to be proud of and is so clever that you will all want to sing when you see it.

AMONG OURSELVES

Mrs. A. Steppan took a vacation trip to Los Angeles this past month. We missed her at the new member's dinner.

Miss Jessie Scott made a trip to Sacramento this past month.

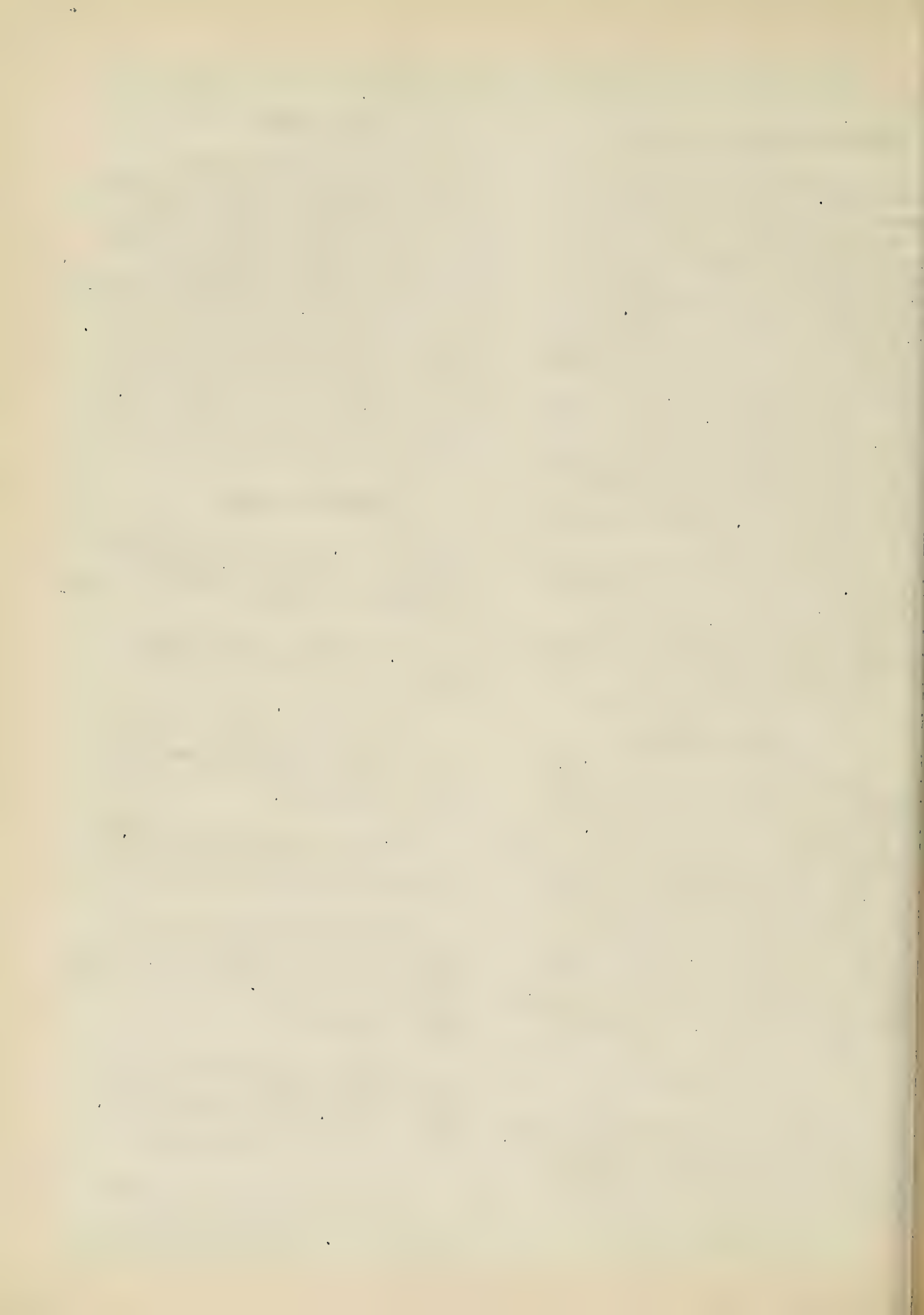
Mrs. Mortimer Smith was on the sick list this month. We will be glad when she is able to be with us again.

Mr. and Mrs. Charles Wood spent a week vacationing in the Southern part of the State.

We are sorry to learn that Mabel Saylor Davidson, who has been ill at her home for the past week, has now been taken to the Hospital. We all wish her a speedy recovery.

Carrie Hall and sister who has been visiting her from Ontario, Canada are spending two weeks in Fresno where they will visit Mrs. Hall's daughters.

Week-end trips were taken recently by Jessie Frost who visited her brother and Lola Stephens who visited friends in San Jose.



PAL PERSONALS

My dear Pal: Your Easter plant was much enjoyed, first because it conveyed your loving thought, next, because of its own beauty, and also because it came from the shop of our good member, Eunice Kertell. Many, many thanks.

Bird M. Wilson

Dear Pal: I wish to thank you for the beautiful roses you sent me for my birthday.

Ella Davis

If you are planning your vacation trip now, B. P. W. C. offers you interesting attractions for this summer. First, the State Convention in Los Angeles, May 19 and 20th. Next, the Regional Conference at the Canyon Hotel, Yellowstone National Park, June 18, 19 and 20. Then the International Tour this year will be to Mexico, leaving San Francisco, June 27 under the leadership of Ruth Comfort Mitchell. Here is the opportunity to travel to Mexico with congenial companions and see for yourself those beauties of Mexico that we have heard so much about.

JUNIOR JOTTINGS

Tuesday, April 17, saw the installation of our new officers for the coming year and Juniors who were not able to attend missed a very nice Installation-Birthday Dinner.

Our new officers are:

President - Kathleen Bugler
Bice Pres. Bettye Sukk
Rec. Sec. Violet Petersen
Cor. Sec. Margaret Levin
Treasurer Agnes Murray
Auditor Elvira Ham
Directors: Hazel Bonnelykke,
Marina Ham, Catherine Molinari

JUNIOR JOTTINGS, (cont.)

The entire club wishes to extend their congratulations and best wishes to the new officers and to say that all Juniors will give a helping hand when the burden gets too heavy.

TUESDAY, MAY 1st. This is the first business meeting of the new year. Chairmen of various committees and their committeemen will be appointed. Come and meet your new officers. Don't forget the date.

TUESDAY, MAY 15th. This is our social evening. We will hear further about this evening from our Social Chairman, Bettye Sukk. **SAVE THE DATE!**

Our Pals certainly were very much in evidence judging by all the pretty corsages which were found at the girl's places at our Installation-Birthday Dinner and the following girls wish to thank their respective pals for the corsages sent them. Violet Petersen, Elvira Ham, Molly McKinnon, Phyllis Ford, Bettye Sukk, Catherine Molinari and Kathleen Bugler.

We were very sorry to hear that Harriet Bakewell resigned from the Club. Harriet was a charter member and, as we all know worked hard to bring the club up to its' present standard. We will miss you, Harriet.

Anyone knowing any news - if you will pass it on to me, I can assure you it will be greatly appreciated. This is a new field for me and who knows - it might be good. Thanks.

Catherine Molinari
Publicity Chairman



BUSINESS WOMEN'S HERALD

Official Publication of the
Business and Professional Women's Club
Oakland, California, June, 1934

PROGRAM FOR JUNE, 1934

STATE CONVENTION LUNCHEON

Thursday, June 7, Hotel Leamington - 12:15 P. M.

60¢

This meeting will be entirely given to reports of the
State Convention held recently in Los Angeles.

DINNER

Thursday, June 14 - Hotel Leamington - 6:15 P. M.

85¢

DR. R. E. RUTLEDGE, Principal of Merritt School, will speak
on ADULT EDUCATION

ALICE DOUGHERTY, member State Board of Education, will give
a short talk on State Activity in Adult Education

FAYE OTIS BUCKLEY will speak on Our Club Activity in Adult
Education

Scene from ROMEO AND JULIET by RUDOLPHINE RADIL AND PAUL PETERS

MR. MELVILLE TULLY, Baritone, will sing selected solos.

MISS LEMOUE LONDON, Reader

Accompanist - JOSEPHINE SWAN WHITE

Chairman: JOSEPHINE SWAN WHITE

INFORMAL

Thursday, June 21 - 570 Santa Ray Ave. 6:30 P. M.

35¢

We have been invited by ANNA BURR and will enjoy her
hospitality this evening. Take Lakeshore Car to
Santa Ray.

Chairman: AMY ERICKSON

BOOK REVIEW

Thursday, June 28 - World Book Shop, 50 Grand Ave. 8:00 P. M.

Mrs. Nichols and Mrs. Ordway will again entertain us.

IN MEMORY

Our dearly loved member, Mabel Saylor Davidson, slipped away into the Beyond last Sunday, after a month's serious illness. Our longing hearts tried so hard to hold her here. But now that she has gone, may we not, in her memory, put into our daily living the qualities which she so richly possessed, and of which she so freely gave to all, unfailing cheer, the welcoming smile and hearty handclasp of friendship, an indomitable spirit of optimism, courage to meet any fate, a strong sense of justice, and an understanding love that encompassed all. Her presence in our club has been a benediction. It will continue, in spirit, always.

The Los Gatos Club have invited the Clubs of the Bay District to a picnic at the Los Gatos Memorial Park on Sunday, June 3 at one P. M.

Those attending the Installation Breakfast in Berkeley last Sunday, were DeEtte Spangler, Alice Irwin, Rhobie Irwin, Mary Barmby and Dr. Swauger.

Several Club members attended the reception at San Jose on Monday evening in honor of Maude Empey, State President, and Florence Stahl, Bay District President.

JUNIOR JOTTINGS

Juniors who were unable to attend our Social on May 15th, missed a very entertaining evening.

Miss Alicia Tooker, pupil of Mrs. Jollain, gave two very lovely piano solos.

Miss Joyce Ford, a niece of Phyllis, gave two enjoyable monologues.

Our own Molly McKinnon sang two lovely solos, accompanied by our President, Kathleen Bugler.

After the musical, bridge was played for a while and then refreshments - so you can see what you missed.

BUSSINESS MEETING, June 5th. Please save this date as it is important that you attend the Business meetings as well as the socials. DON'T FORGET THE DATE.

SOCIAL - JUNE 19th. Initiation for our new members will be held on this evening. Remember the Date ye new members and the time and the place will be disclosed at a later date. Old members save the date and come and enjoy the fun.

SUNDAY, JUNE 10th. Mmmmmmm - Breakfast at Phyllis Ford's home. Time 10:00 A. M. Those wishing to come please phone your reservations in to our President or Phyllis in order that they will know how many are coming.

We understand that Violet Petersen is leaving on her vacation some time in June. Her trek will take her in the vicinity of Mt. Whitney, if not up it, and through Yosemite Valley. Happy days, Violet.

Any news, members? Don't forget to let me in on it.

Catherine Molinari
Publicity Chairman



STUDENT LOAN FUND ACTIVITY
FIRST ANNUAL DINNER ASSEMBLY

On Friday, June 1, 1934 at 6:30 P. M. the Trustees of the Student Loan Fund are giving a dinner for those who have benefited by our Loan Fund. Club members are welcome to attend. A fine program has been arranged by Hermine Kruger who is in charge of arrangements. 85¢.

RUMMAGE SALE, JUNE 16.
LAST CALL FOR RUMMAGE!

Be sure to bring your rummage as soon as possible so that it can be sorted and marked. It is being stored at the home of Anna Lignell, 657 Vernon St. The success of this sale depends on you! We need more rummage.

We are sorry that a single member had to miss the Annual Business Luncheon. The reports of the various committees were extremely interesting. After reading the report of our publicity chairman, Anna Burr, we find that this year we had only 150 inches less publicity than we had the year that she was chairman before and won for our Club the Cup for the most publicity of any club in Northern California.

STATE CONVENTION LUNCHEON

Be sure to save the date, June 7, and attend the luncheon as this will afford you the opportunity of hearing the reports of the State Convention. Those who attended are sorry that it was not possible for each and every one of you to attend the various sessions of the Convention. Aside from the regular sessions, we enjoyed a luncheon on Saturday, "Calamity Capitalized". One of the speakers on

STATE CONVENTION LUNCHEON cont.

this program was May Robson, but you will hear about that at the luncheon.

The banquet on Saturday evening was inspirational. Presiding was Margarete Clark, President of the Los Angeles B. P. W. C., who visited us at a dinner meeting recently, you will remember. The address of the evening was made by Geline McDonald Bowman, our own National President. You will also hear about that at the luncheon.

The Convention Breakfast, on Sunday morning, arranged by the Los Angeles Women Lawyers Club, was thoroughly enjoyed. Distinguished members of the Bench and Bar were Honor Guests and the Hon. Frank M. Smith, Judge of the Superior Court, was speaker.

The final meeting of the Convention was the Installation Luncheon when Maude Empey, of San Jose, whom we all know and love was installed as State President. At this luncheon, Mrs. Bowman spoke informally. She gave us personally the information about these conferences at the White House which we have read of her attending. Besides all this, there were many other interesting sessions - we won't tell you any more because we want you to come to the luncheon and hear about them.

"Business women must never attempt anything they can't do well. It hurts every other business woman." Mrs. Bowman

PAL PERSONALS

Mrs. Artieda desires to render grateful thanks for the beautiful "African Violet" sent her on her recent birthday by her pal.

To my Unknown Pal: I am quite sure I have about the nicest pal in the club - and I want to thank her especially for the very lovely Easter-birthday Lilly, which lasted so long and which I enjoyed so much. Also, I thank her for all the pleasant messages received. Sincerely,

Mary M. Campbell

Dear Pal: I do want to thank you for the lovely remembrances I receive - it is strange to receive these lovely mementos and not know who you are! I do want you to know how much I appreciate the thoughts which prompt their sending - it is nice to feel that some one thinks of you. Again, many thanks until I can do it in person when I know who you are. Most cordially,

Tess Morgan

Dear Pal: Please accept a very tardy "thank you" for the lovely potted rose sent me Easter Week. The blossoms kept so long, it was a real joy and bright spot in my home, and my appreciation of your thoughtfulness is difficult to express. With sincere good wishes for you, I am very truly,

Nell Wishart

My dear Pal: Such a pretty handkerchief was delivered at my plate at the Installation Dinner from you. Thank you very much for that sweet thought and I will thank you again next Christmas when the Pal secret is solved.

Lea Brunquist

AMONG OURSELVES

Those attending the State Convention in Los Angeles, May 19 and 20, were Mary Barmby, Freda Smith, Dr. Swauger, Carrie Kennedy, Josephine Holly, DeEtte Spangler, Lola Stephens, Mary Johnson, Lydia White and Sarah Shoolery. They report a wonderful convention and a fine time.

Mr. and Mrs. C. W. Wood took a trip to Downeyville this month. They also took Lola Stephens to Emerald Bay, Lake Tahoe where she will spend the summer.

One of our members, Amy Erickson, is recuperating from an operation for appendicitis at the Alameda Sanatorium. We will be glad when she is able to be with us again.

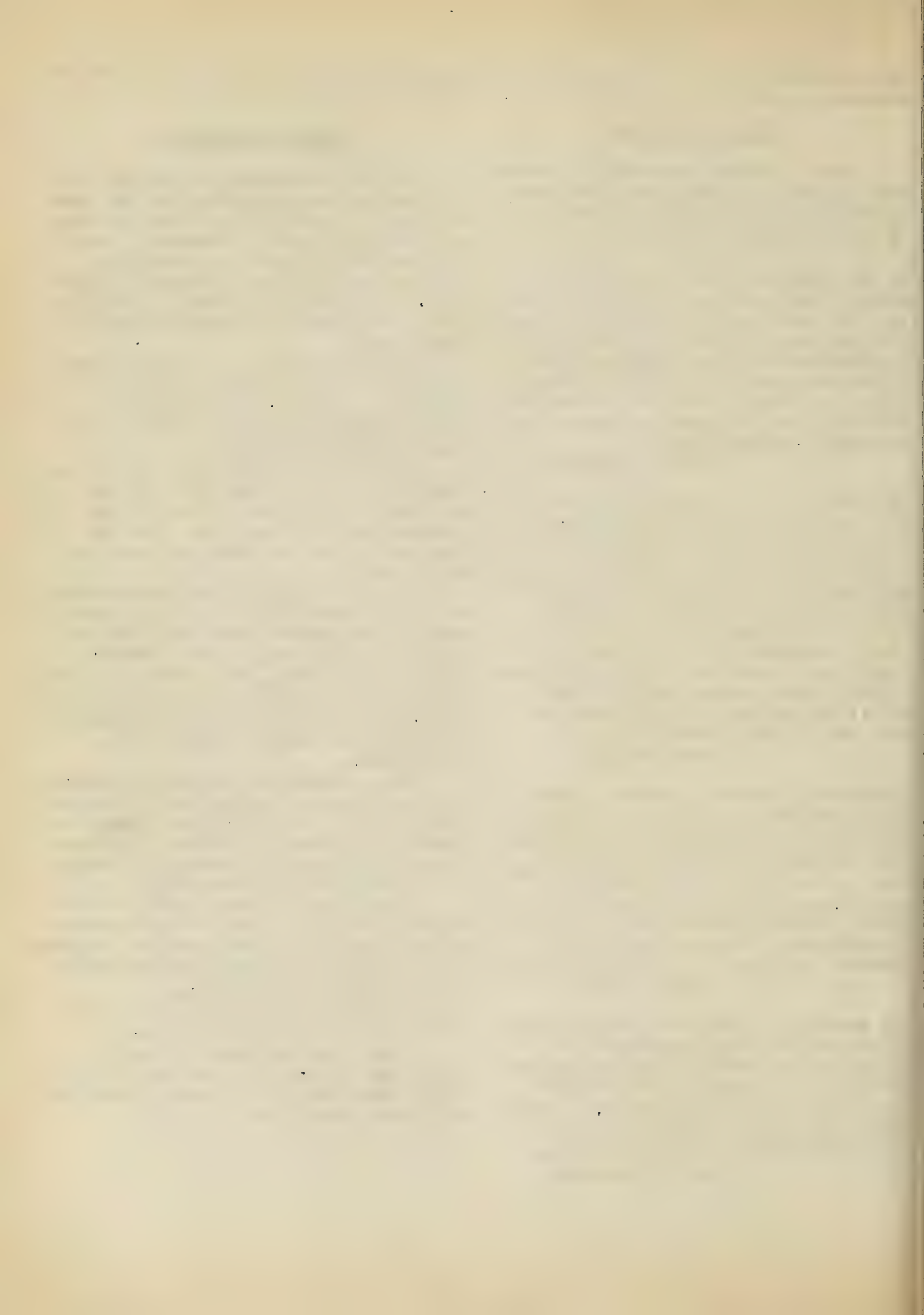
Those enjoying the hospitality of the Alameda Club at their Installation Dinner were Dr. McGilvery, Lois Martin, Thora Benson, Daisy Miles Vose, Meta Mohr and her mother, Lydia White and Dr. Swauger. They tell us the program was lovely and that the decorations were beautiful.

Mrs. Helen S. Artieda attended the California Conference of Social Work, May 13 to 17 in San Diego as a delegate from the Public Welfare League of Alameda County, of which she is executive Secretary.

Miss Bird Wilson took a trip to Fort Bragg to see the rhododendrons. She says "Believe it or not" the rhododendrons were twenty-five feet high in the forests.

Susanne Chalmers took a trip to Yosemite this past month.

Mrs. Renton plans to leave about the first of June for Chicago where she will visit relatives and enjoy the Fair.



PROGRAM COMMITTEES FOR 1934 - 35

General Chairman for June, July and August, JOSEPHINE SWAN WHITE

June dinner, JOSEPHINE SWAN WHITE, Chairman

July dinner, Magazine Program - HERMINE KRUGER, Chairman

Aug. dinner, Health and Recreation Program,
ALICE KIRKLAND, Chairman

General Chairman for September, October and November, JOSEPHINE HOLLY

Sept. dinner, Research Program - TERESINA MORGAN, Chairman

Oct. dinner, Education Program - ZOLA McVICAR, Chairman

Nov. dinner, International Relations Program,
DR. LUELLA STONE SWAUGER, Chairman

General Chairman for December, January and February - BIRD WILSON

Dec. dinner, Christmas program - JANE PATTERSON, Chairman

Jan. dinner, Legislative Program - BIRD WILSON, Chairman

Feb. dinner, Public Relations program - MARY BAMBY, Chairman

General Chairman for March, April and May - ELLA SAYLOR BROOKS

March Business Women's Week - ELSIE WOOD, Chairman

April Membership program - MARY JOHNSON, Chairman

May dinner meeting - ELLA SAYLOR BROOKS, Chairman

COMMITTEES FOR 1934 - 35

BIRTHDAYS

Esther Goodwin, Chairman

BOOK REVIEWS

Elinor Boyle Nichols, Chairman

Nell Wold Ordway

Jean D. Baird

BUSINESS WOMEN'S WEEK

Elsie O. Wood, Chairman

Nellie Donohoe

Jessie Scott

Helen Ingham

CARD PARTIES

Lola Stephens, Chairman

Margaret Chalmers

Elsie Rae

Carrie Hall

Maud Mitchel

May Schuler

Iva Havlin

Carrie Kennedy

Mabel Kuss

Meryle Napton

CLIPPINGS

Mary Campbell



COMMITTEES, cont.

COMMUNITY SINGING

Delena Randall, Chairman
Lois Martin, accompanist

DECORATIONS

Lea Brunquist, Chairman
Dr. Myrtle Poole
Clara McKenney
Dr. McGilvery
Ann Clevenger
Mrs. Mortimer Smith
Florence Ring
Bessie Whitaker

EDUCATION

Zola McVicar, Chairman
Elisabeth Sherman
Daisie Short
Lorene Killey
Thyrza Sharwood

FLORENCE KING ED. LOAN FUND

Hermine Kruger
Mary Barmby
Dr. Luella S. Swauger

FINES

Marion Dougherty

HEALTH & RECREATION

Alice Kirkland, Chairman
Ann Kennedy
Marcella B. Graham
Florence Bussell

INFORMALS

Amy Erickson, Chairman
Nell Wishart
Olive Wallace
Lulu DeVine Hall
Olive Cathcart
Elizabeth Clow
Bernice Kut
Myrtle Parrish
Elsie Beaumont
DeEtte Spangler
Eunice Prichard

CHRISTMAS PARTY

Jane Patterson, Chairman
Cleo Prichard
Myrtle Parrish

INTERNATIONAL RELATIONS

Dr. Luella Swauger, Chairman
Rose Burchhalter
Alice Moore
Bertha McIntyre
Alice Zwillinger

JR. ADVISOR

Anna A. Lignell

LEGISLATION

Bird Wilson, Chairman

LIBRARY

Hazel Steen
Louise Schmits

MAGAZINE

Hermine Kruger, Chairman
Marie Graves
Karin Johnson

MUSIC

Rudolphine Radil, Chairman
Mrs. A. Steppan
Daisy Hiles Vose
Josephine Swan White

MEMBERSHIP

Mary Johnson, Chairman
Blanche Stedman
Matilda Wigger
Ida May Renton

PARLIAMENTARIAN

Dora B. Cooley

PUBLICITY

Anna Burr
Blanche Walsh

COMMITTEES, cont.

PUBLIC RELATIONS

Mary Barmby, Chairman
Emilie Bruhn
Susanne Chalmers

RECEPTION

Anna Lignell, Chairman
Faye Otis Buckley
Elsie O. Wood
Katherine Freitas
Nellie Donohoe
Alice Burnell
Jessie Frost
Georgia Maiden
Dr. Lillian Shields
Cleo Prichard
Ora Egan

RESEARCH

Teresina B. Morgan, Chairman
Lota Mitcheltree
Thora Benson
Ella Davis

SERVICE CLUB COUNCIL

Helen S. Artieda

SUNSHINE

Eunice Kertell
Matilda Wigger

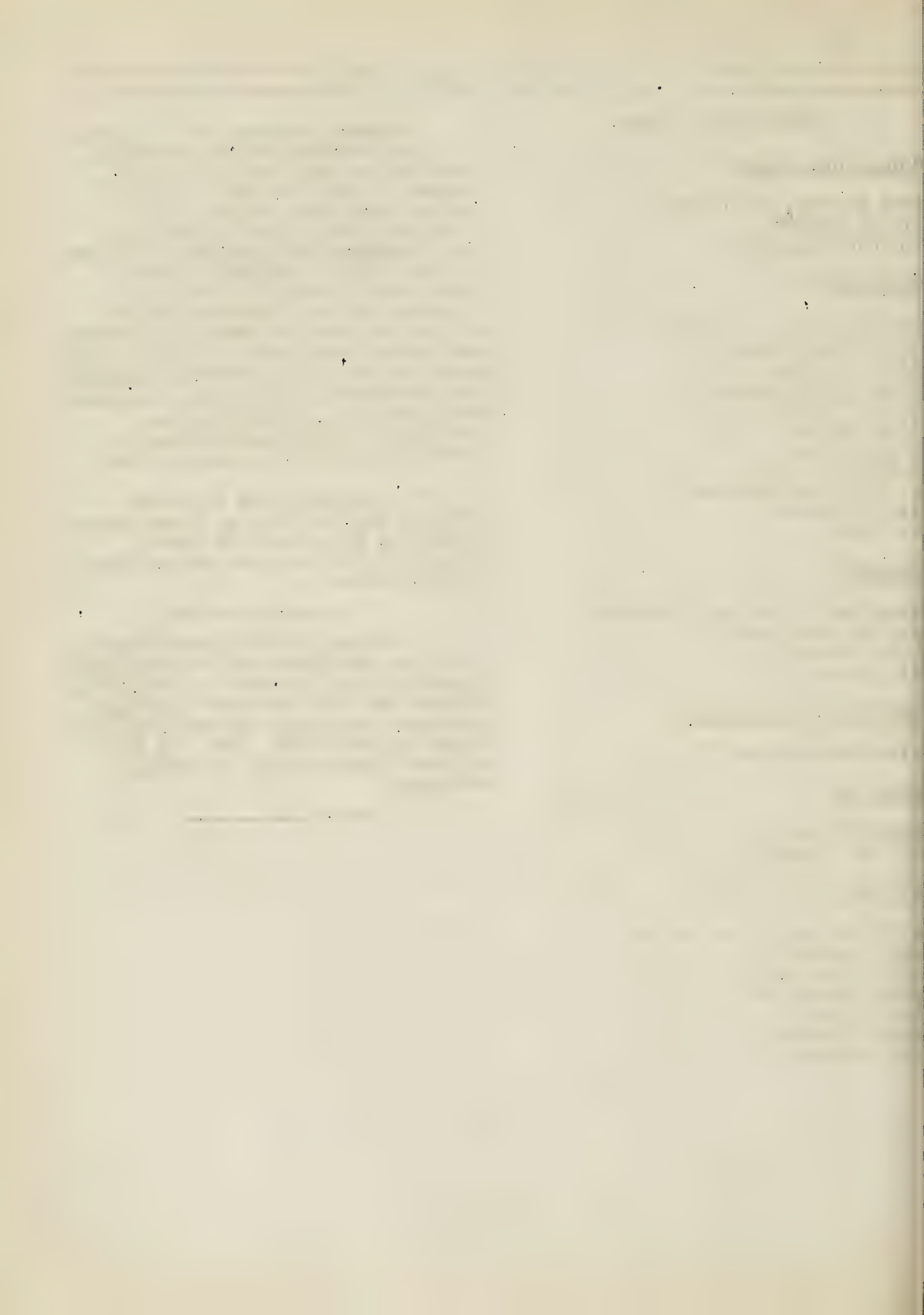
WAYS AND MEANS

Amy Kirkendall, Chairman
Mary Campbell
Carrie Kennedy
DeEtte Spangler
Elsie Wood
Jennie Hammond
Lois Martin

Trained orators will compete at eight o'clock Friday evening, June 1st in the theater of the Somens' City Club for a silver trophy and other prizes. The five Speakers Clubs of the East Bay, composed of speakers trained in the Public Speaking Classes conducted by Paul G. Trotter, Chairman of the Speakers Bureau of the Oakland Chamber of Commerce and known throughout the East Bay metropolitan area for his delightful discourses hold such a contest semi-annually, each Club selecting two representatives to participate in the competition.

On the platform with the honored guests will be Miss Alice Kirkland, President of Audio Speakers Club and one of our own Club members.

A member of the Grand Rapids, Michigan Business and Professional Women's Club, Roberta A. Griffith, called the Club office this week and sent greetings to us from the Grand Rapids Club. She was not in town long enough to attend a meeting.





BUSINESS WOMEN'S HERALD

Official Publication of the
Business and Professional Women's Club
Oakland, California, July, 1934

PROGRAM FOR JULY

No meeting, July 5th, because of Holiday.

LUNCHEON

Thursday, July 12th, Hotel Leamington, 12:15 P. M. 60¢
JOSEPHINE HOLLY will report on the Los Angeles Luncheon,
"Calamity Capitalized".
DR. LUELLA STONE SWAUGER will give an International
Relations Report.

DINNER , Hermine Kruger, Chairman

Thursday, July 19th, Hotel Leamington, 6:15 P. M. 85¢
SPEAKER: MRS. CONSTANCE MITCHELL, formerly of Sather Gate
Book Shop. SUBJECT: "Publishers I have Known."

Short Talks by:

- (1) Dr. Emily Palmer, Vocational Educational Dept. U of C.
"An Outsider Looks at the Magazine".
- (2) Mrs. Marie Graves, of Healds Business College
"A Club Member Makes Use of Her Magazine."
- (3) Mrs. Teresina Morgan of Oakland Columbarium
"A Club Member Really Needs her Magazine."
- (4) Dr. Myrtle Poole, Chiropractor
"A New Member Looks at the Magazine."

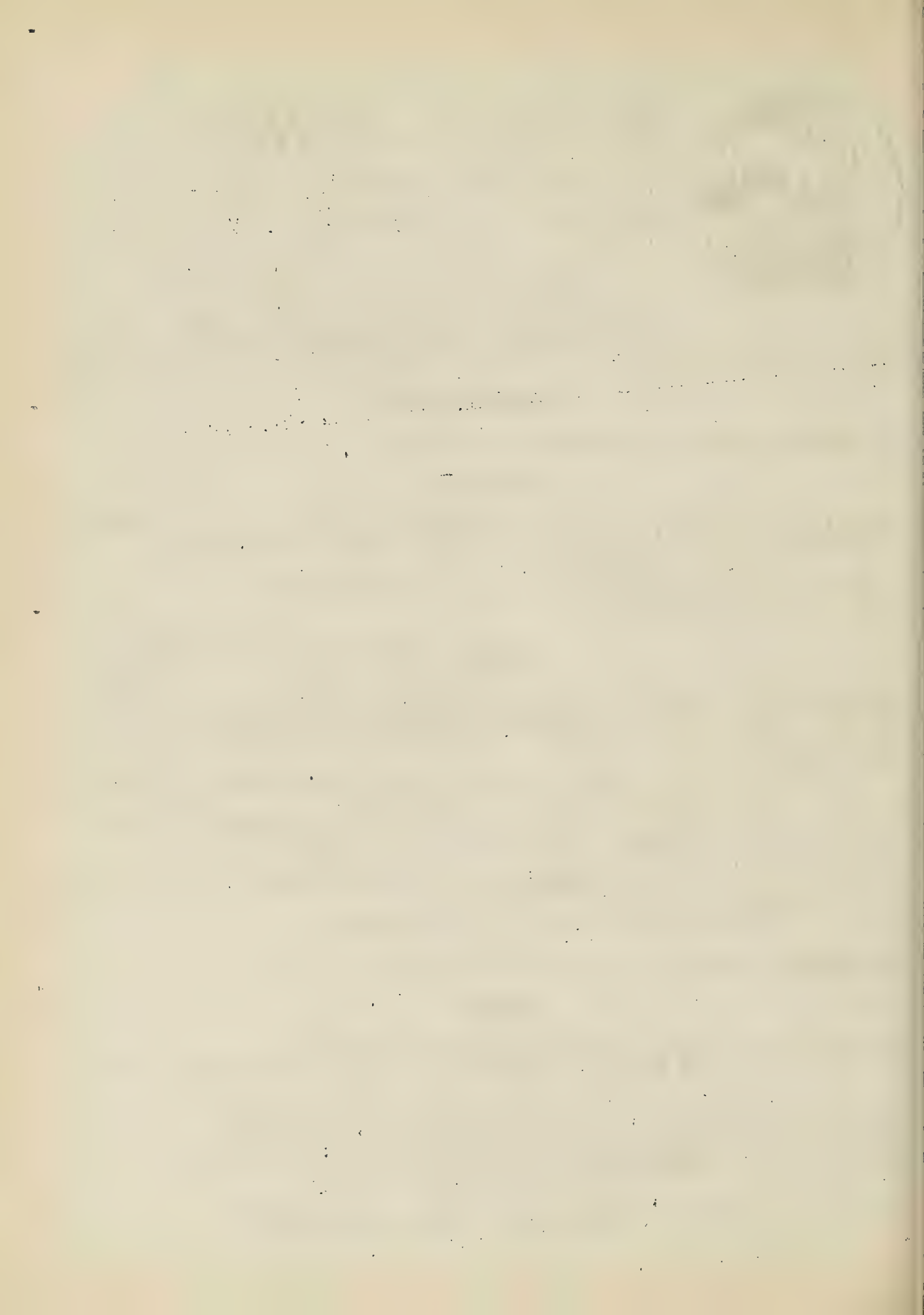
Violinist: DEAN SCOTT DONALDSON of Alameda

DINNER

Thursday, July 26th, Home Demonstration Cottage,
5253 Foothill Boulevard 6:30 P. M. 50¢

You will all want to attend this real home-cooked dinner
served in a beautifully equipped cottage in home-like
surroundings. GOOD FOOD! and a pleasant social evening
afterwards. A nice time to invite your friends.

Committee: DEETTE SPANGLER, ELLA FLYNN, LEA BRUNQUIST



OFFICERS

Pres.	Freda Smith
Vice Pres.	Marion Dougherty
Rec. Sec.	Effie Barnes
Cor. Sec.	Blanche Walsh
Auditor	DeEtte Spangler
Treas.	Lea Brunquist

DIRECTORS

Ella McGilvery
Mabel Little
Ella Flynn
Alice Irwin
Amy Kirkendall
Lydia White

Mrs. Sarah J. Shoolery
Executive Secretary
Hotel Leamington Te. 0462

JUNIOR SECTION

Kathleen Bugler	President
Anna Lignell	Advisor

STATE AND NATIONAL DUES

Have you turned in your State and National dues yet? You know the officers have asked each member to earn her State and National dues this year and turn them in as soon as possible. The amount is \$2.50. Some have even earned more than the amount and have turned it in and some of the methods of earning have been novel indeed. Those of us who attended the dinner at San Jose recently, heard members from various clubs in the district tell how they were earning theirs. One announced that she was washing dogs - so much for short haired dogs and more for curly ones. This plan of each member being responsible for her dues is being very generally used by the various clubs this year. We would like to have all of them in by August first as the State and National dues are due this month!

NEW ROSTERS

Have you secured your copy of the new roster? They are now available at the Club rooms. Price - 30¢.

MAGAZINE DINNER, July 19.

Get your jingle ready and win a prize at this dinner. Jingles are being submitted now, so think fast!

A diller, a dollar, a good Club scholar

Who reads her magazine through! She used to stop at page number one -

But now she reads to two! (too-too)

The magazine committee, composed of Hermine Kruger, Marie Graves and Karin Johnson, are planning a wonderful program for us and are awarding prizes for the best jingles about the magazine - INDEPENDENT WOMAN. Winning jingles will be published in the next Herald. Competition is not limited to Club members - Club husbands are especially urged to participate. Incidentally, that will get the husbands to reading the magazine and after that it will be a grand rush to see who gets the magazine first each month! The rest of the fine program speaks for itself!

DINNER AT HOME DEMONSTRATION COTTAGE!

Several of our members have recommended this cottage to us where you are served delicious food in a lovely home-like environment. This meeting is an ideal time to bring that guest you want to entertain. A pleasant social evening will follow the dinner. Maybe we can get DeEtte Spangler, Blanche Stedman and Jessie Scott to tell us about their Alaskan trip.



REPORT ON DINNER TO STUDENT
LOAN FUND GROUP

The first Dinner Assembly held by the Trustees of the Student Loan Fund of the Club took place on June first. A group of almost fifty members of the Club, and guests, gathered around one large table set up in the Club rooms at the hotel.

Of the 25 young people who have borrowed from this Fund in the nine years of its existence, twelve were present in person, two sent letters of regret, one responded by phone, two letters remained undelivered and the remaining eight were not heard from.

As a first effort at rallying this group, it seemed a very good response. Some brought guests with them, one brought her mother, and all appeared to be happy, responsible young people, of whom the Club could be proud.

The present three trustees, Mary Barmby, Dr. Swauger, and Hermine Kruger, want particularly to thank Miss Sherman (former trustee) Homer Buckley, our guest speaker, and all members who were present or who helped by their gifts to make this evening possible.

There has been some inquiry from members as to just how much money there is now in this Fund and how much has been loaned in total. We are glad to append the following information.

The total amount loaned up to May 1st, 1934 is \$2269.95. The total amount actually due us now from borrowers is \$1195.33. The fund has been gathered from the following sources:

Proceeds of lecture in 1925	\$ 179.00
" " concert in 1932	51.75
" from cash contributions	899.66
Interest from bank balances and loans - - - - -	183.86

Total	\$1314.27
-------	-----------

ADULT EDUCATION DINNER

We are indebted to our program chairman for this quarter, Josephine Swan White, and to our music chairman, Rudolphine Radil, for the lovely program presented on Thursday, June 14. We were glad to hear from Dr. Rutledge on the Adult Education program. The meeting assumed the form of a panel discussion, those taking part being Dr. Rutledge of the Merrit School, two of our own members, Miss Alice Dougherty, member of the State Board of Education and Faye Otis Buckley. Miss Lenora London, pupil of Mrs. White, gave some lovely readings, and Miss Radil, Mr. Peters and Mr. Tully presented a beautiful musical program. Truly an evening long to be remembered.

On Thursday evening, June 21 we enjoyed Anna Burr's hospitality at an informal supper at 570 Santa Ray. After a good supper, the evening was spent with card playing and visiting.

Shopper: "I wish to buy a fashionable dress."

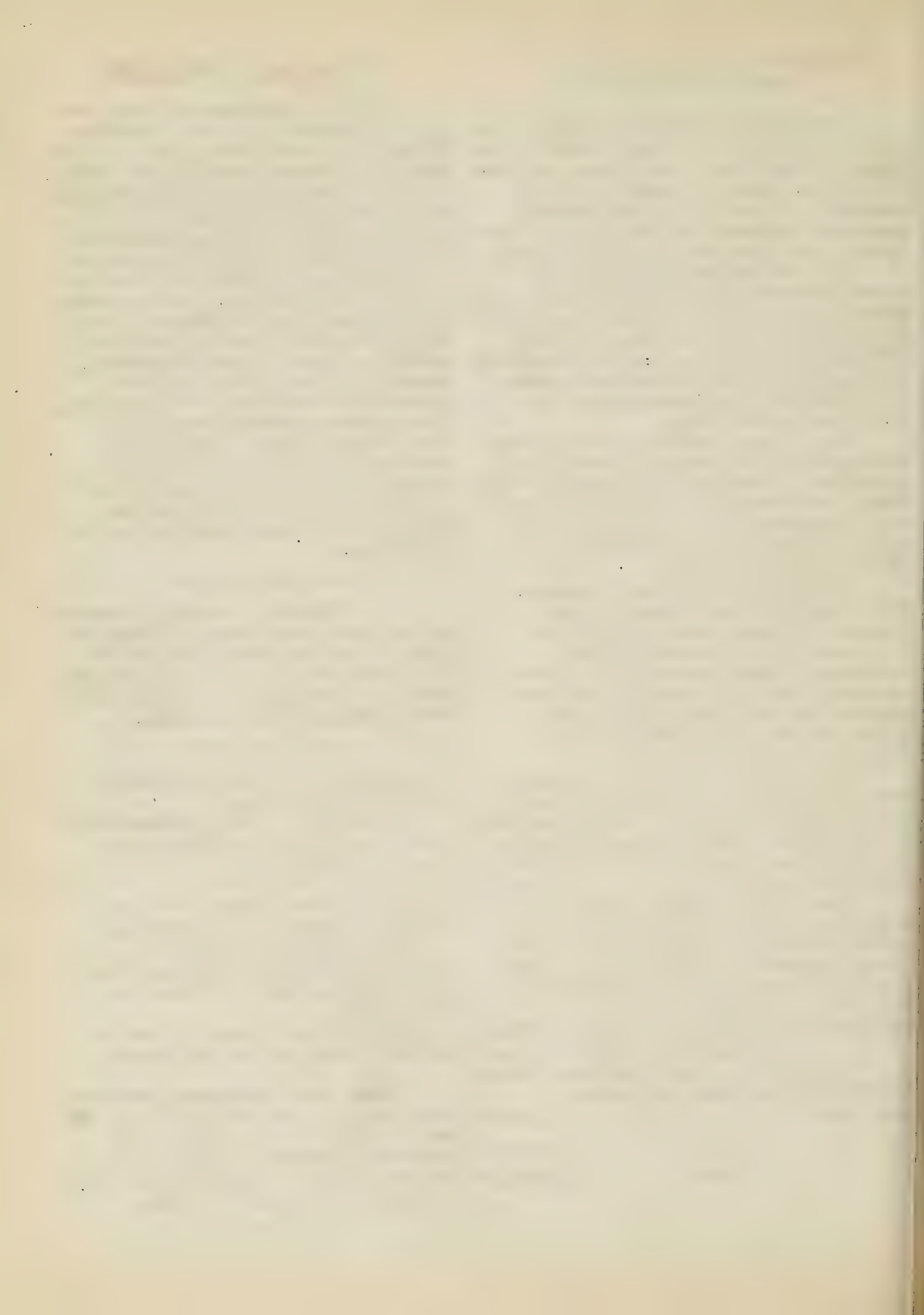
Saleslady: "Yes, Madam; will you have it too tight or too long, or both?"

Old Colored Mammy: "I'se wants a ticket for Magnolia."

Ticket Agent (after ten minutes of weary thumbing over railroad guides): "Where is Magnolia?"

Old Colored Mammy: "She's settin' over dar on de bench."

When Lola Stephens returns this Fall, from Emerald Bay, ask her to tell you her most embarrassing moment. It's worth a dollar, but we couldn't get Lola to send it to the Tribune.



NEW MEMBERS

Mrs. May Bunker
Owner
Madam Tregars
Manufacturer of Cosmetics
Res. 329 - 49th St. Ol. 1224

Mrs. Constance Mitchell
Manager
Edward A. Mitchell Book Co.
308 - 13th St. Higate 1468
Res. 2441 Haste St. Ash. 8355

We are glad to welcome Mrs. Bunker back as a member. She was with us before, but has not been a member for some time. Now, we are glad to say, she is one of us again! We have almost thought of Mrs. Mitchell as one of us for such a long time that it will be a source of great pleasure to us all to welcome her. She has given us many happy happy hours with her Christmas Book Reviews.

Resignation - Mrs. Alma Sipman

We are sorry to lose Mrs. Sipman, who was one of our new members, but who finds it impossible to attend any meetings at the present time. We hope she will be able to again unite with us later.

PAL PERSONALS

Dear Pal:

You must have heard me thinking about you for I had just been wondering who you were and thinking of you when I received your little greeting. Many thanks!

Emilie Bruhns

Dear Pal:

Thank you so much for the beautiful Easter Lilly which had so many buds and lasted such a long time.

. Margaret Chalmers

PAL PERSONALS, cont.

My dear Pal:

Such lovely roses as you sent me on my birthday, I have never seen. And how did you know I would not be home on that day, and sent them to greet me later, when I did arrive? A thousand thanks,

Bird Wilson.

B. P. W. C. Key rings - An ideal Pal gift! Available at the Club room. Price 35¢.

AMONG OURSELVES

We were glad to have Karin Johnson bring to the last dinner meeting, Miss Mildred Rourke, a member of the Auburn B. P. W. C. and her sister, Mrs. McDade. Miss Rourke is spending the summer with her sister and we will hope to see them often.

Bird Wilson expects to divide her vacationing between Fallen Leaf Lake and the north coast.

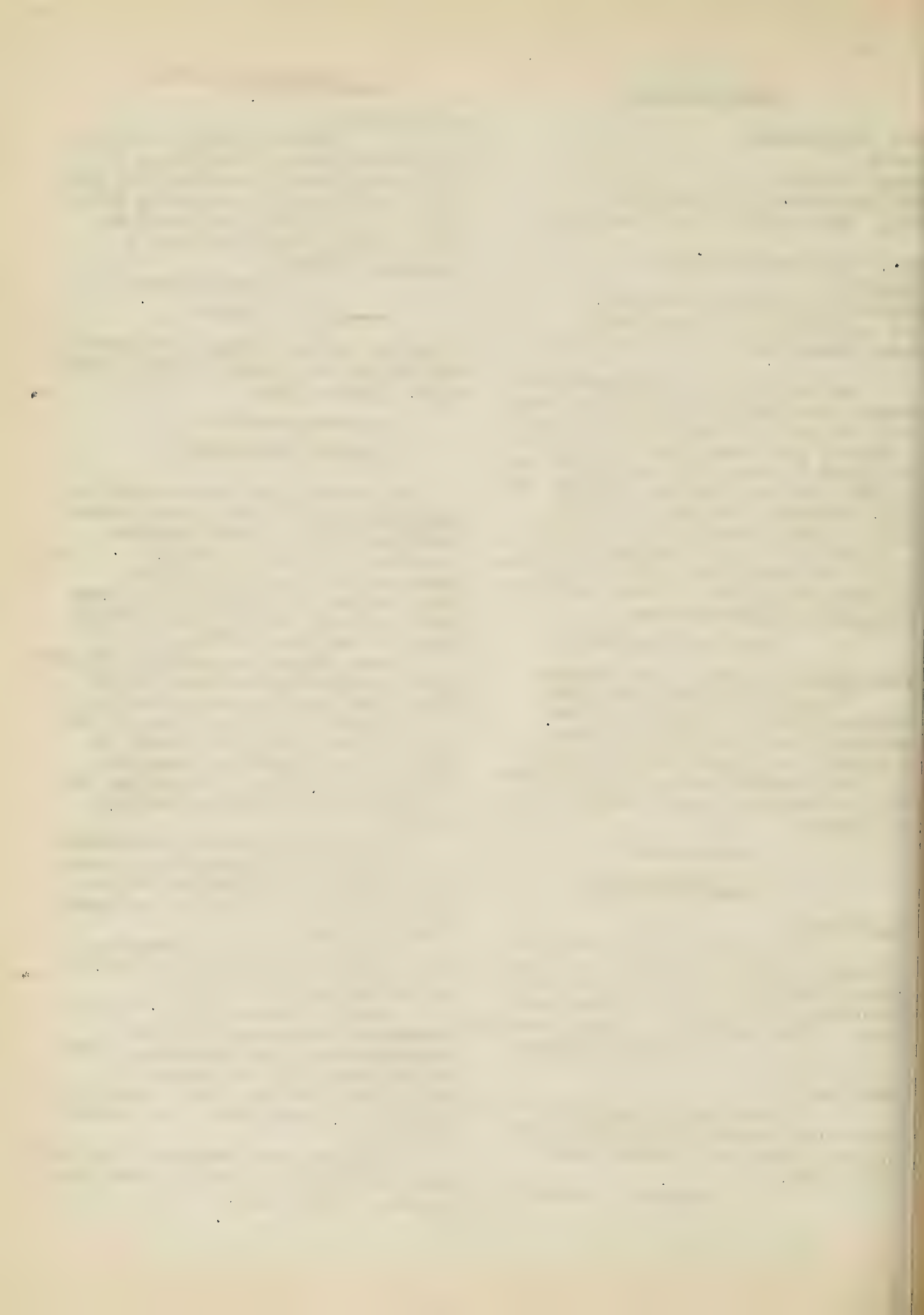
There will be no one at the Club office the first week in July as Mrs. Shoolery and her family are taking a vacation trip to visit relatives at Medford, Oregon.

Meta Mohr and Cleo Prichard have gone to Baltimore to attend the National Convention of the Seroptimist Clubs which is being held there.

Mary Johnson is spending three weeks visiting her family in Christine, N. Dakota.

Amy Erickson, who recently underwent an operation for appendicitis, is spending a few weeks visiting her people in Fargo, N. Dakota. She expects to return to work about the middle of July.

Susanne and Margaret Chalmers are leaving the last of June for a trip to Seattle.



DeEtte Spangler, Blanche Stedman, Jessie Scott and her sister are leaving on July 4th for a trip to Alaska.

Mrs. William D'Egilbert, of Porto Rico who is in charge of the Virgin Islands Exhibit at the World's Fair, is visiting Mrs. Josephine Swan White. Many of our members will remember Mrs. D'Egilbert, who spoke at our Club for the September Morn's Program one year.

Lea Brunquist has been spending a few days at Twain-Harte over the week-end.

Mr. and Mrs. Bruhns are to spend two weeks in July at Lake Tahoe.

Alice Kirkland has been spending her vacation in the Santa Cruz mountains.

Dr. McGilvery, Mary Campbell, Carrie Kennedy, Alice Irwin and Rhobie motored to Palo Alto recently to visit Mrs. Guber and her daughter. Mrs. Guber has just returned from a trip East.

Amy Kirkendall spent a week in June visiting friends in Stockton.

Lulu DeVine Hall has been away on a vacation trip during June.

Jean Baird has been visiting her sister in Los Angeles this month while on vacation.

Mary Lota Mitcheltree is planning a vacation trip in July to Spokane, Wash.

Mrs. Ella Davis is spending a month or two in the East.

Zola McVicar is out of town at the present time on a vacation trip.

Ann Kennedy spent a few days in June visiting at Carmel.

Bess Clow has been away for several weeks on a vacation trip.

Business meeting for month of July will be postponed account of meeting falling on the evening before a Holiday.

Our Social Evening - JULY 17th Bettye is planning an outdoor picnic for this evening and it will probably be held at Live Oak Park in Berkeley. You will hear about the place in your "Buzz Bee". But remember the date.

We had a grand hike on the 17 of June and we had a grand time at Marina and Elvira Ham's Cabin and didn't we have a grand time playing "Dinkinfinnyduster". The girls wish to thank Marina and Elvira for the use of their cabin.

My but our vacationists are certainly coming and going. Just like busy ants.

Bettye Sukk is motoring to Tahoe - Happy Landings.

Kathleen Bugler will motor to Tahoe with her folks during the first part of July - that is if the strike is over. Here's hoping, Kathleen.

Elvira Ham - to Tahoe for a day or two, thence to Hammouth Lake, thence to Yosemite, and then (Back to Nature, Elvira) into the backwoods of Yosemite Valley she does hike for a week. Well, here's hoping Elvira comes out O.K.

Hazel Bonnelykke is going fishing at Twain Harte. Hope you catch some, Hazel.

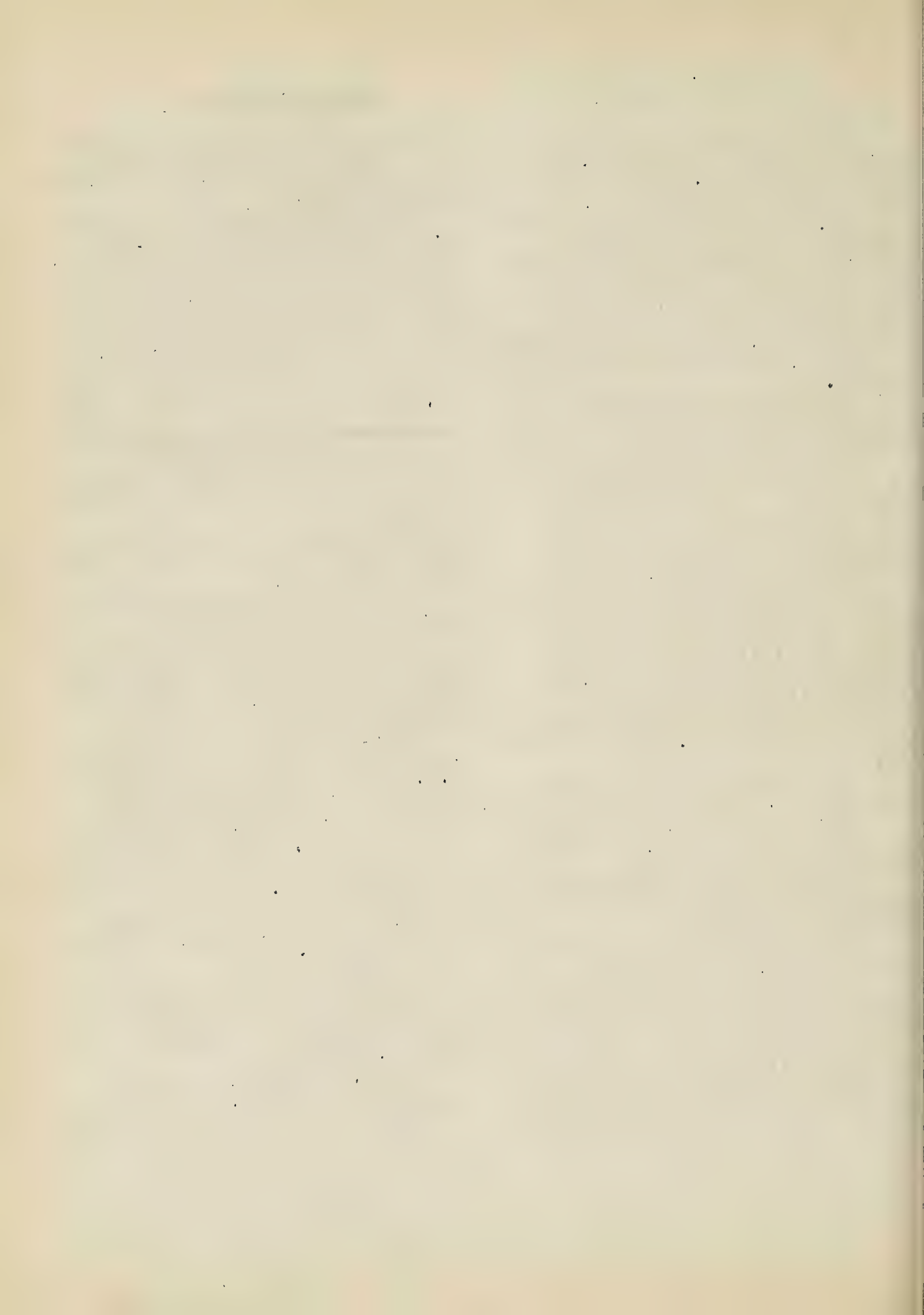
Phyllis Ford on a leave of absence for a month. Russian River for a rest and some points north or south for fishing. Hope the supplies last.

And back from vacations are Marina Ham and Violet Peterson.

May I take this opportunity to thank my Pal for the lovely gift she sent me. Catherine.

By the way, I hope every one is hearing from her pal. Remember her on the Fourth of July. Send your Pal a package of fire crackers for fun.

Catherine Molinari
Publicity Chairman





BUSINESS WOMENS HERALD

Official Publication of the
Business and Professional Women's Club
Oakland, California, August, 1934

PROGRAM FOR AUGUST

INFORMAL

Thursday, August 2, Room 303 Y. W. C. A. Building 6:15 P. M. 35¢
Chairman: AMY ERICKSON

DINNER

Thursday, August 9, Hotel Leamington - 6:15 P. M. 85¢
DR. MARK L. EMERSON will give an illustrated talk on Indian
Shell Mounds and Caves around the Bay Region.
MISS MYRTH LACY will sing Indian Songs.
Chairman: ALICE KIRKLAND

FELLOWSHIP LUNCHEON

Thursday, August 16, Hotel Leamington - 12:15 P. M. 60¢
MATILDA WIGGER, Secretary and Office Mgr. of the Keystone
Steel and Wire Co. will speak for us.
CLEO PRICHARD, Partner of the Commercial & Photo View Co.
will also tell us of her work.

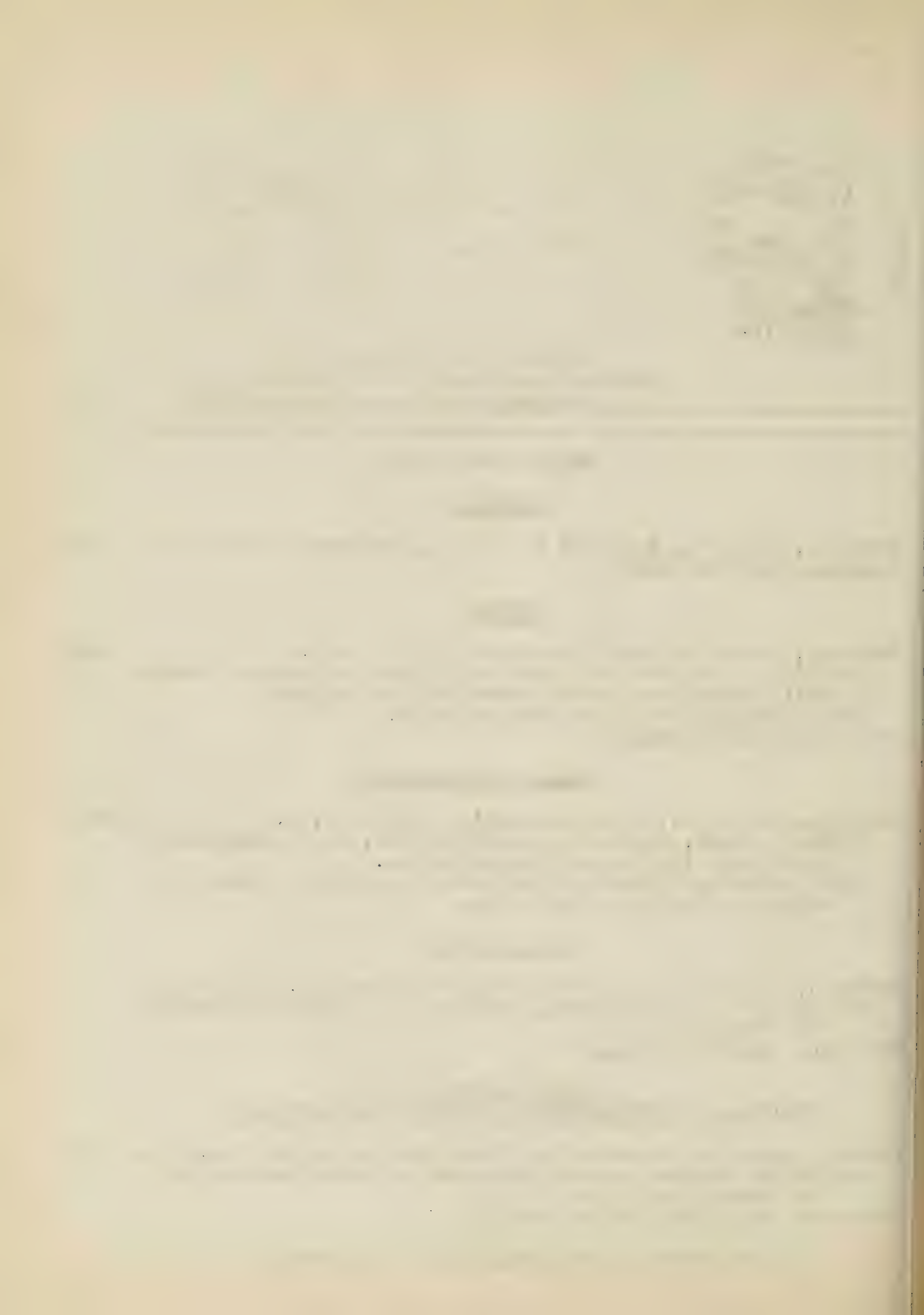
BOOK REVIEW

Thursday, August 23, World Book Shop, 50 Grand Ave. 8:00 P. M.
DR. HELEN MAE KNIGHT DOYLE, author of "A CHILD WENT FORTH"
will speak for us.
Chairman: ELINOR NICHOLS

JOINT DINNER OF BUSINESS AND PROFESSIONAL WOMEN OF THE EAST BAY

Friday, August 31, Women's City Club, 1428 Alice St. 6:30 P. M. 85¢
Delightful Chinese Program sponsored by Diana Section of
the Women's City Club.
Chairman: DR. LUELLE STONE SWAUGER

MAKE YOUR RESERVATIONS EARLY. Te. 0462.



OFFICERS

Pres. Freda Smith
Vice Pres. Marion Dougherty
Rec. Sec. Effie Barnes
Cor. Sec. Blanche Walsh
Auditor DeEtte Spangler
Treas. Lea Brunquist

DIRECTORS

Ella McGilvery
Habel Little
Ella Flynn
Alice Irwin
Amy Kirkendall
Lydia White
Mrs. Sarah J. Shoolery
Executive Secretary
Hotel Leamington Te. 0462

JUNIOR SECTION

Kathleen Bugler President
Anna Lignell Advisor

JULY DINNER

We still have the Magazine Program to look forward to as it was impossible for us to have our meeting on July 19th. Our Magazine Chairman, Hermine Kruger, promises to have the program at the first opportune time that presents itself.

INFORMAL

We hope to see a good crowd at the Informal next Thursday, August 2. Our Chairman for the year, Amy Erickson, is back from her trip to North Dakota and has many ideas for Informals for the coming year.

CHANGE OF ADDRESS

Thora Benson
Residence: 1614 Webster St.

DINNER

Our Health and Recreation Committee composed of Alice Kirkland, Marcella Graham, Ann Kennedy and Florence Bussell, have arranged our program for the August dinner, August 9th. Dr. Mark L. Emerson is to give an illustrated talk on Indian Shell Mounds and Caves around the Bay Region, a subject that will interest us all. Miss Myrth Lacy is to sing Indian Songs.

We will all be glad to have another Fellowship Luncheon as those we had last year were so much enjoyed. This time we are to hear from Matilda Wigger and Cleo Prichard.

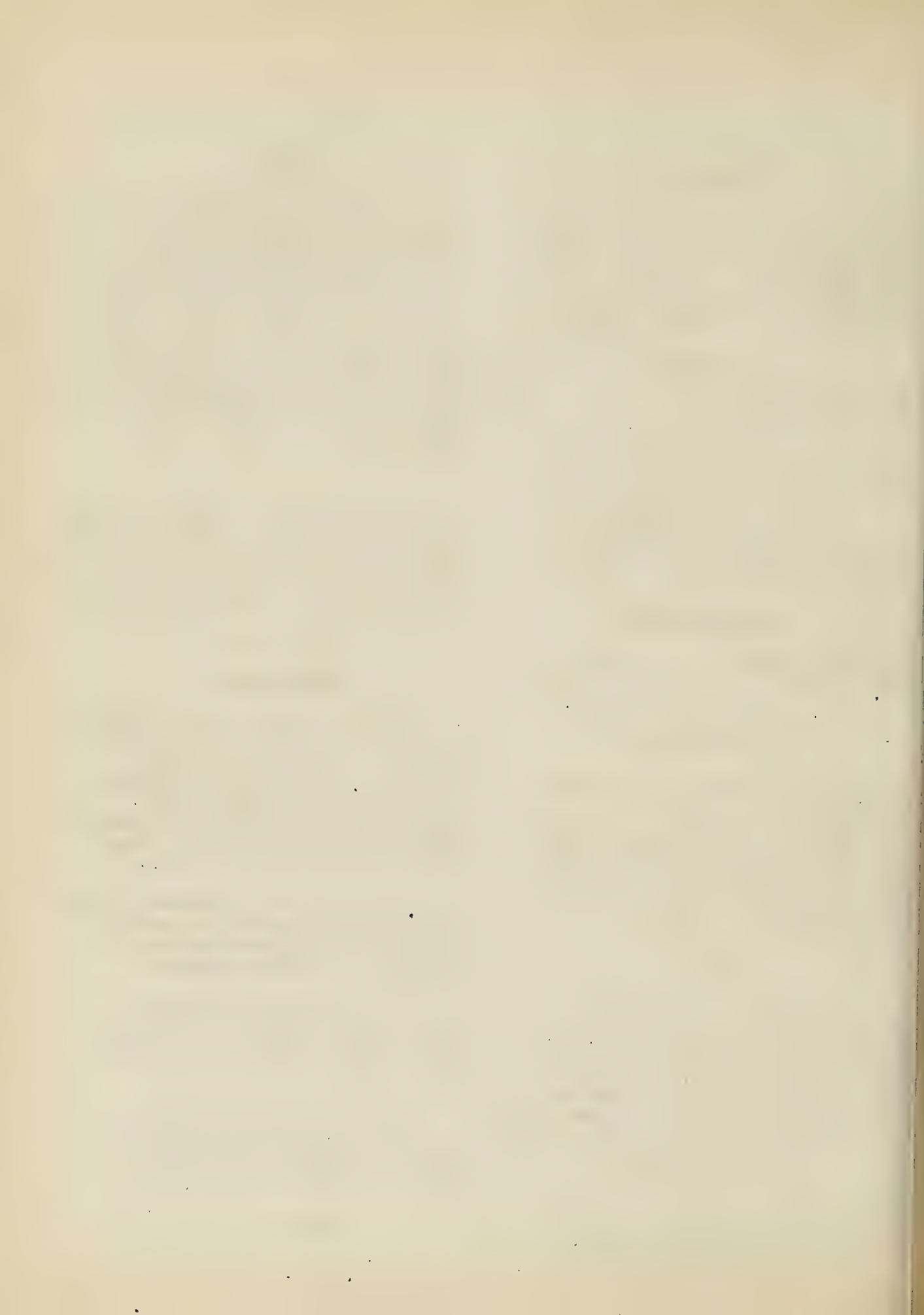
BOOK REVIEW

Another treat is in store for us. On August 23rd, we are to enjoy a most interesting meeting at the Wold Book Shop, arranged by the Book Review Committee. Dr. Helen Mae Knight Doyle, author of "A Child Went Forth" will give us a talk.

Having been a pioneer in the professional field for women, Dr. Doyle will have an added interest for Club members.

As charming and sincere as her book, Mrs. Doyle will provide a delightful evening's program.

Our sympathy is extended to Elsie Beaumont whose mother passed away recently in Oregon.



PAL PERSONALS

My dear Pal:- May I take this opportunity to thank you for the lovely Talisman roses which I received on my birthday. I am looking forward to the time when I may thank you personally for your many lovely greetings and kind thoughts.

Very sincerely,
Marion E. Dougherty

AMONG OURSELVES

Mrs. Lulu DeVine Hall spent the month of June in the High Sierras near Mammoth Lake.

Although the trip to Alaska which DeEtte Spangler, Blanche Stedman, Jessie Scott and Mrs. Cathcart had planned did not materialize due to transportation facilities, they report a fine vacation. Their trip included Glacier National Park and Yellowstone.

It takes more than a strike to keep Mary Maiden from getting a taxi down town. We don't know just how she works it, but we do know that she was probably the only woman in Oakland to ride in a taxi one day of the strike. "Where there's a will, there's a way."

After reading Glasscock's "Golden Highway"; Marion Dougherty spent two very enjoyable days touring in the vicinity of Grass Valley and Nevada City - She reports great activity in the mines and much of interest to be seen.

A card from Bird Wilson from Astoria says the Coast trip is lovely and that she is now homeward bound. We will welcome her back.

Mary Campbell's sister, Mrs. Gassaway, has just returned home from the Hospital, following an operation. We are glad to hear that she is improving.

JUNIOR JOTTINGS

Business meeting on August 7. Be sure and come down as this is the first meeting since June and we have loads of important things to discuss.

Due to the strike, our social for the month of July was cancelled but we are having our Picnic Supper this month and it will fall on Tuesday, August 24, 1934, at 6:30 P. M. at Live Oak Park in Berkeley. The committee is Patricia Piccone, Hazel Bonnelykke, Thobie Irwin under the guidance of Bettye Sukk, Social Chairman. DON'T FORGET THE DATE - AUGUST 24, 1934. You will have more details later.

This months Jottings will be rather small as your Columnist was unable to get any news, seeing how the month of July was a vacation.

I have one item of importance. The girls that remember Ruth Haskins will be interested in knowing that she is engaged to be married. The man in question is a Mr. McCormick.

Write your Pals, Girls - don't forget them.

Catherine Molinari
Publicity Chairman

SPECIAL ANNOUNCEMENT

BAY DISTRICT QUARTERLY MEETING

ASILOMAR, AUGUST 11th and 12th

Here is an opportunity for us to spend a pleasant week-end at Asilomar. The Monterey and Salinas Clubs will act as co-hostesses at this conference.

There will be an informal meeting Saturday evening, with supper and a good time following it. Our State President, Maude Empey, will be present and will bring reports from the Joint Regional meeting at Yellowstone and from the National Board meeting held at Colorado Springs.

Round Tables will be held on Sunday morning at 9:30. At 11 o'clock, the regular Quarterly meeting of the District will be held, President Florence Stahl presiding.

The dinner at noon followed by a program of an instructive and inspirational type will close the conference.

Rates are very reasonable. Blanks are available at the Club office and reservations should be sent in as soon as possible. Reservations must be in before August 9th, so be sure to let Mrs. Shoolery know as soon as possible if you are planning to attend.

Since this is the first Conference of the new year, every member in the District will want to hear and learn of the program for the coming year. A large attendance is desired.





BUSINESS WOMEN'S HERALD

Official Publication of the Business and
Professional Women's Club, Oakland, California

PROGRAM FOR SEPTEMBER, 1934

BOOK REVIEW

Thursday, September 6th. World Book Shop - 50 Grand Ave. 8:00 P. M.
Mrs. Nichols will review several recent books.

LUNCHEON

Thursday, September 13th. Hotel Leamington 12:15 P. M. MEMBERS ONLY!
BUSINESS MEETING - Reports of District Meeting at Asilomar 60¢

JOINT JUNIOR AND SENIOR PICNIC

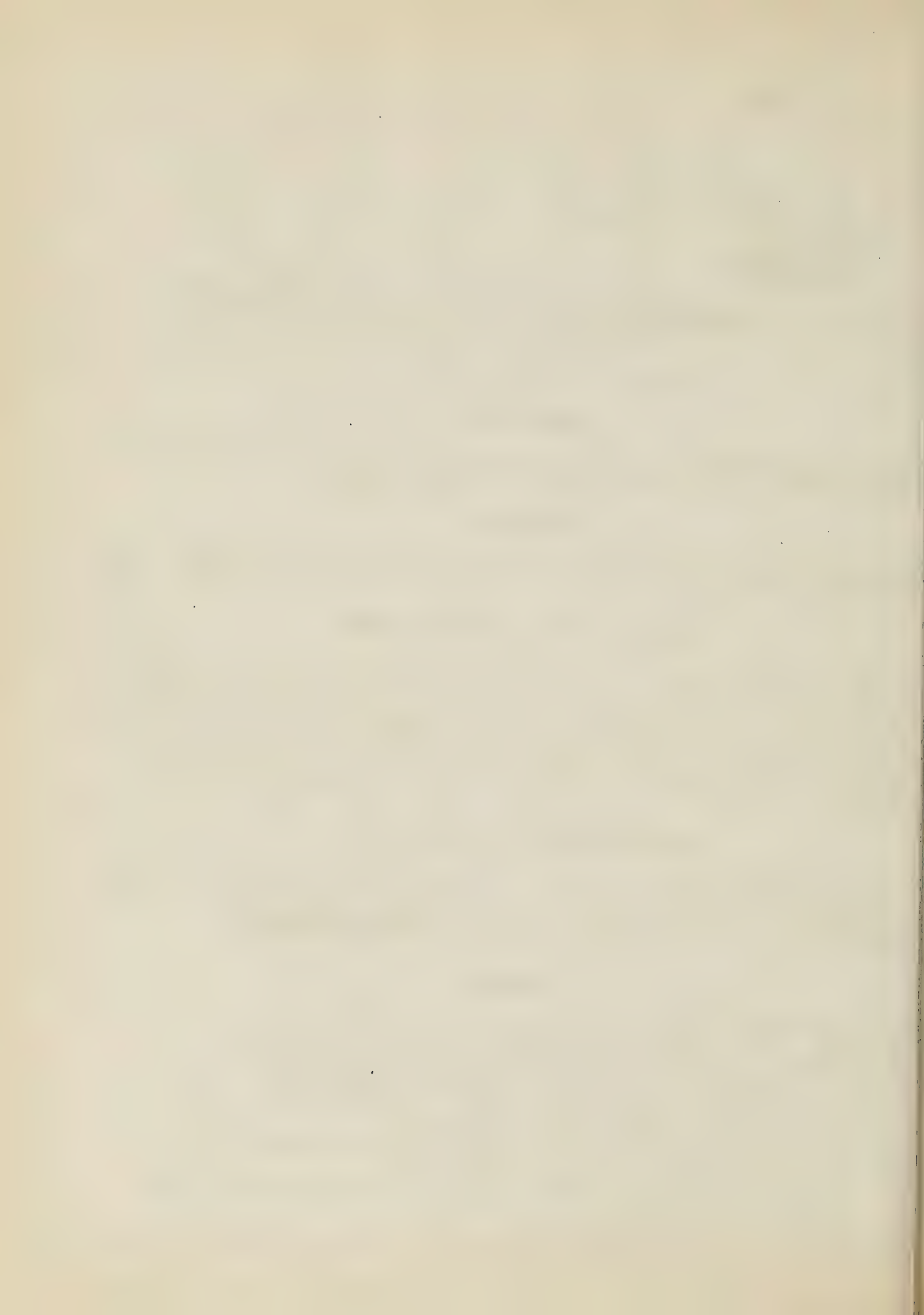
Sunday, September 16. CARRIE HALL'S country home - 12:00 P. M. 60¢
Drive to Dublin. Turn right at Dublin Hotel. Where road turns
to the left leading to Pleasanton, turn right. There you will
see a large sign which says Elks Club Picnic, drive thru the
gate and there you are. GOOD FOOD and a GOOD TIME. Be sure to
bring your own cup, knife, fork and spoon. More particulars
inside. Transportation Chairman: Marion Dougherty.

ANNUAL SEPTEMBER MORN'S PARTY

Saturday, September 22. Studio of Mrs. J. S. White, 663 - 11th St.
This year the party is to be a "Costume Jinx" 8:00 P. M. 35¢
If possible, wear an unusual costume. SPECIAL PROGRAM
Sh! That's a secret - Come prepared for a good time.

DINNER

Thursday, September 27. Hotel Leamington - 6:30 P. M. 85¢
SPEAKER: MISS EMILY HUNTINGTON, Assistant Professor in
Department of Economics, University of California.
SUBJECT: The Professor looks at Women's Vocations.
ROLL CALL: Vocational Confessions. Answer by one of the
following ways: Time limit: one minute.
1. How did you come to engage in your present work?
2. Do you like your work or not and why?
3. If you wish you had done something different, what do you
wish you had chosen?
VOCAL SOLOS: MR. WALTER GRAZZINI.
Program in charge of Research Committee. Chairman, Teresina Morgan



OFFICERS

Pres.	Freda Smith
Vice Pres.	Marion Dougherty
Rec. Sec.	Effie Barnes
Cor. Sec.	Blanche Walsh
Auditor	DeEtte Spangler
Treasurer	Lea Brunquist

DIRECTORS

Ella McGilvery	
Mabel Little	
Ella Flynn	
Alice Irwin	
Amy Kirkendall	
Lydia White	
Mrs. Sarah J. Shoolery	
Executive Secretary	
Hotel Leamington	Te. 0462

JUNIOR SECTION

Kathleen Bugler	President
Anna Lignell	Advisor

SEPT. BOOK REVIEW

By special request of many of the Club members, Mrs. Nichols has promised to review some of the recent books for us at the World Book Shop on Thursday, Sept. 6th. We know we have an enjoyable evening to look forward to for this meeting.

LUNCHEON

At the luncheon meeting on Thursday, Sept. 13, the regular quarterly reports will be given. The meeting is open to members only. Reports of the Bay District Conference held at Asilomar early in August will also be given.

If you know of any young business women who would be eligible for membership in the Junior Section, please turn in their names as the Juniors would like to invite them to their tea to be held this month. Members of the Senior Club are also invited.

PICNIC

Sunday, Sept. 16, is to be a day long to be remembered. The Senior and Junior Clubs are to hold a Joint Picnic and Carrie Hall has very kindly offered us the use of her lovely country home. The committee, composed of members of the two clubs, is making many plans for an enjoyable day. Senior committee: Amy Erickson, Marion Dougherty and DeEtte Spangler. Junior Committee: Kathleen Bugler, Violet Petersen, Katherine Molinari, Hazel Bonnellykke.

Marion Dougherty is in charge of transportation arrangements for the Senior group.

Be sure to bring your own cup, knife, fork and spoon.

SEPTEMBER MORN'S JINX

Our September birthday group is planning an evening's entertainment for us at the Studio of Mrs. White on Saturday, Sept. 22. The committee hopes as many as possible will dress in costume, but don't let the lack of a costume keep you away. Just open the old trunk and find that dress that you were so proud of many years ago! An unusual program is being planned, but it seems to be a deep dark secret and the only way to know about it will be to come and find out. Committee in charge: Josephine Swan White, Marie Graves, Jennie Hammond, Karin Johnson, Mary Johnson, Alice Kirkland, Hermine Kruger, Jessie Scott, Elisabeth Sherman, Bessie Whitaker and Bertha McIntyre.

DINNER

Our Research Committee, Teresina Morgan, Josephine Holly, Ella Davis, Thora Benson, and Lota Mitcheltree has planned an interesting and entertaining program for Sept. 27. Miss Emily Huntington, of the Economics Dept. of the University of California will speak informally and then will be glad to answer questions.



AUGUST INFORMAL

We are fortunate in having such a fine committee to take charge of the Informals this year. We know that all of you who did not attend the August Informal have no doubt already heard about the fine time you missed. Amy Erickson will probably be kept busy this year passing out recipes for the good dishes she prepares.

DINNER

Our Health and Recreation committee of which Alice Kirkland is Chairman, arranged the fine program for the August dinner. Miss Myrth Lacey sang some lovely numbers and was accompanied by our own Mrs. White. Dr. Mark L. Emerson gave an illustrated talk on Indian Shell Mounds and Caves around the Bay Region. Dr. Emerson, Mrs. Emerson and five children were all enrolled at the University of California last year. Dr. Emerson's talk was most interesting and no doubt awakened many of us to the many interesting Indian Mounds within a very short distance of our own homes.

As the Herald is ready for the mail, about forty-five of our members are looking forward to the Joint Dinner of Business and Professional Women's Clubs of the East Bay, given by the Diana Section of the Women's City Club. Dr. Swauger is Chairman of the evening.

Mrs. Emmet, Treasurer of the Berkeley Business and Professional Women's Club was the lucky winner of the bed-spread.

FELLOWSHIP LUNCHEON

At our luncheon in August, we heard from two of our own members. Matilda Wigger spoke on "The Romance of the Keystone Steel and Wire Co." and showed us that there is romance woven into the building of a large business even when they manufacture such seemingly unromantic products as steel and wire.

Cleo Prichard of the Commercial Photo View Co. brought pictures to illustrate her talk. She showed us some of the very interesting work which is now being done with aerial photography.

BOOK REVIEW

The book lovers of the Club had a special treat this last month when Dr. Helen MacKnight Doyle reviewed her own book, "A Child Went Forth." If you were unable to attend the Review, be sure and get the book and read it. It is written in such a way that you will really live her life with her from the little girl in New England to the successful Physician in California.

PAL PERSONALS

Emily Bruhns wishes to thank her Pal for the beautiful roses she received on her birthday.

BAY DISTRICT MEETING AT ASILOMAR

Thirteen of our members attended the Bay District Conference at Asilomar. They were Freda Smith, Mary Barmby, Olive Cathcart, Marion Dougherty, Iva Havlin, Esther Goodwin, Carrie Kennedy, Josephine Holly, Mabel Little, DeEtte Spangler, Nell Wishart, Dr. Swauger and Bird Wilson. They will tell you all about it at the luncheon.

AMONG OURSELVES

Our President, Freda Smith, is leaving on a family party Sept. 8th for a three weeks trip to Chicago, where they will enjoy the Century of Progress Exposition. We all wish you a happy and enjoyable trip, Freda.

Karin Johnson is having a delightful vacation including a trip by boat to San Diego.

Eunice Kertell spent her vacation at Lake Tahoe during July.

Anna Lignell and her Aunt are on a vacation trip to Astoria, Oregon to visit relatives.

Other members recently having vacations or away at present include Jessie Frost, Mary Barnby, Louise Schmits and Mrs. Marcella Graham.

Elisabeth Sherman is planning a trip to Eureka in September.

Eugenia Best, a member of B. P. W. C. from Coeur d' Alene, Idaho, called at the Club Rooms recently.

Mr. and Mrs. Spangler, Alice and Rhobie Irwin spent a week-end recently at Emerald Bay Lake Tahoe where they had a lovely visit with Lola Stephens.

JUNIOR JOTTINGS

BUSINESS MEETING - SEPT. 4TH.

Be sure and come as we have important business.

Our Social Evening will be Tuesday, Sept. 18th. Read your "Buzz Bee" for further particulars.

Due to unforeseen happenings Agnes Murray had to resign as Treasurer. Patricia Piccone has been appointed Treasurer for the balance of the Club Year. So pay your dues to Patricia.

The Seniors and Juniors are planning a joint picnic to be held on Sunday, Sept. 16. We will have games, prizes, eats and an all round good time. Guests and friends are invited and the price will be 60¢ per person. If there is anyone in

the Juniors with a good game, please give it to Catherine as she is helping on the entertaining committee. **SAVE THE DATE AND COME AND ENJOY YOURSELVES!**

Our Annual Tea will be held on Sunday, Sept. 23. at the Club Rooms. Our President, Kathleen Bugler will be chairman of the day and Kathleen is arranging to have a Dramatic Reading so remember the date, girls, and come with your friends, relatives and prospective members.

My, but the month of August has been a very thrilling month for some of our former members. Gwen-dolyn Heisler (nee Quinn) has a baby daughter. Mother and daughter doing nicely. Girls who remember Frances Kofoed will be interested to know she is now Mrs. Al Wood.

My, but we have had lots of vacations during the last month.

Marie Jollain divided her time between Vallejo and Yosemite Valley.

Molly McKinnon enjoyed her rest at Clear Lake.

Patricia Piccone divided her vacation between Yosemite Valley and Santa Cruz.

Hazel Bonnelykke spent the last week of August at Santa Cruz.

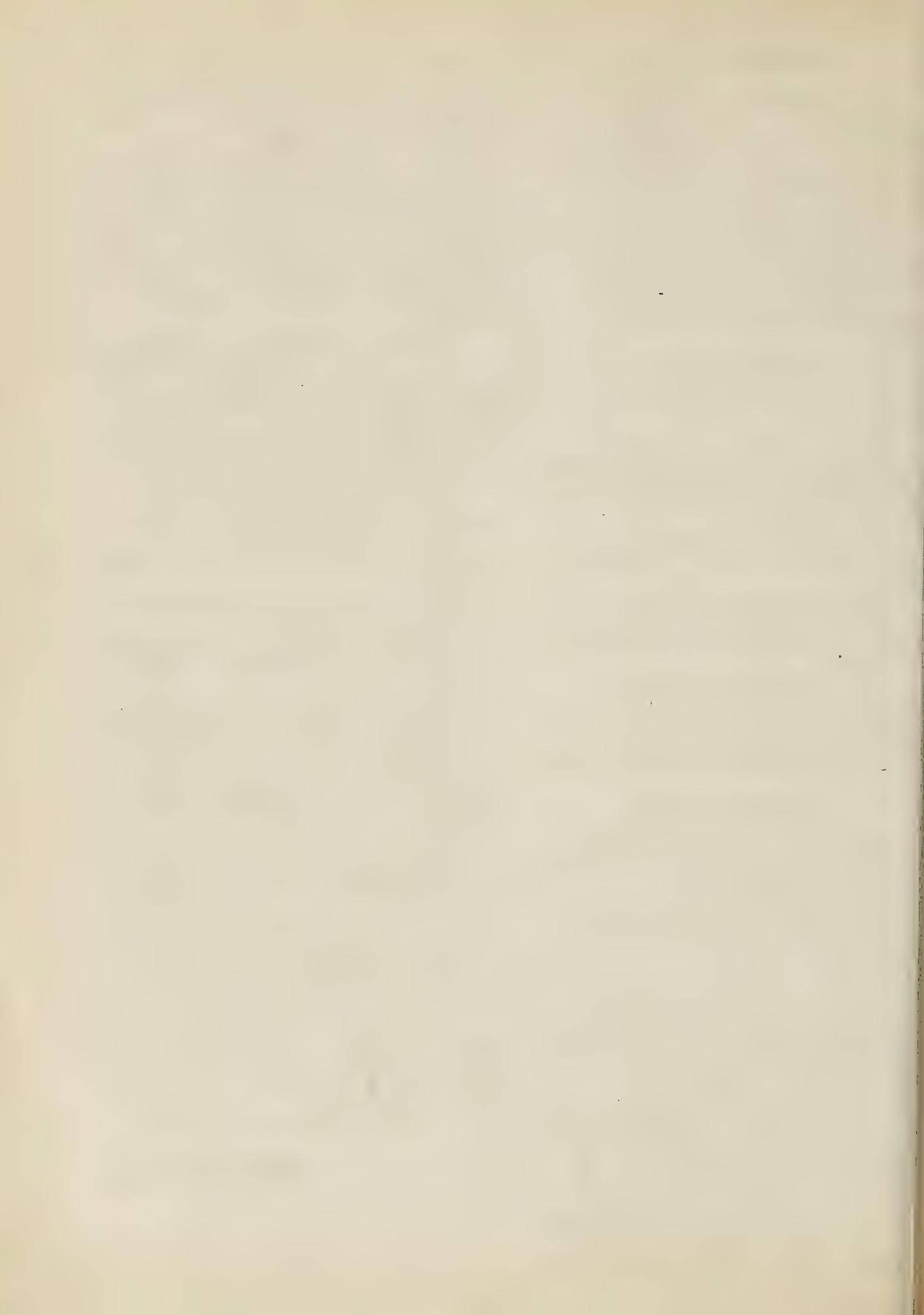
Phyllis Ford, our Traveler, has been to Tahoe, Tioga Pass, Yosemite Valley, Nevada and Los Angeles. We hope Phyllis will stay in Oakland for awhile.

Girls who are interested in dramatics will be glad to know that we have started a Drama Section. Kathleen Bugler is our Chairman and the Section meets at her home on Tuesdays, alternating with Club meetings. Anyone interested is cordially invited to attend.

By the way, girls - don't forget your Pals. Maybe some of the Pals are still waiting for letters - write them - its loads of fun to receive letters.

DON'T FORGET YOUR DUES.

Catherine molinari
Publicity Chairman





BUSINESS WOMEN'S HERALD

Official Publication of the Business and
Professional Women's Club, Oakland California

PROGRAM FOR OCTOBER, 1934

Monday, October 1. Study Group. Hotel Alameda - 7:30 P. M.
Topic: "Security in Old Age." Leader: LOUISE JOLLY.
Oakland members especially invited.

BOOK REVIEW

Thursday, October 4. World Book Shop - 50 Grand Ave. 8:00 P. M.
Our own Club member, MRS. CONSTANCE MITCHELL, will review
recent books.
Chairman: JEAN D. BAIRD

INFORMAL

Thursday, October 11. Room 303 Y. W. C. A. 6:15 P. M. 35¢
Chairman: AMY ERICKSON

LUNCHEON

Thursday, October 18. Hotel Leamington - 12:15 P. M. 60¢
Program arranged by ALICE G. MOORE of the Y. W. C. A.
"High-lights in the Lives of Y. W. C. A. Executives."
Whistling numbers by HAZEL BELL WITHROW accompanied by NEVA AUBIN.

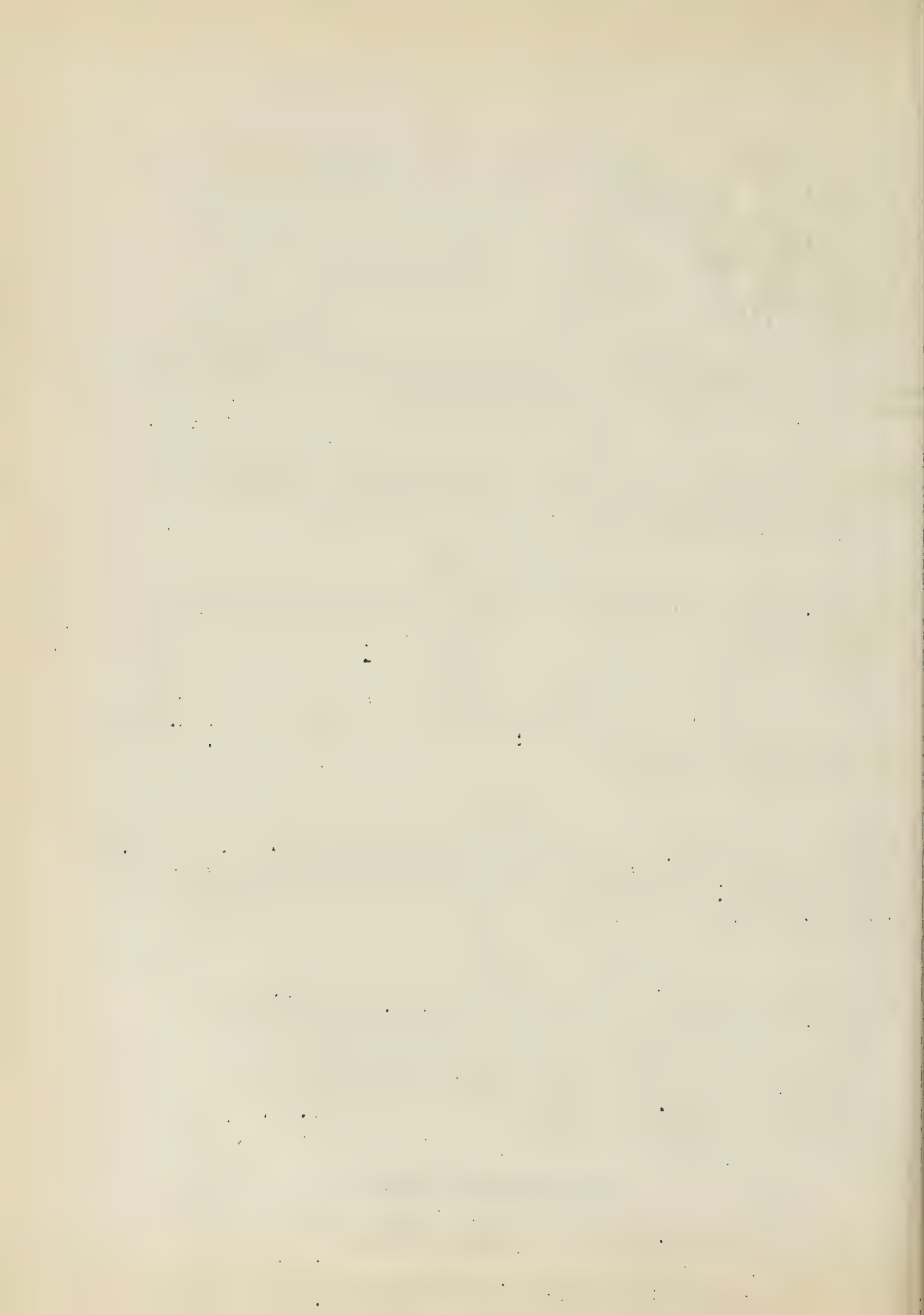
DINNER

Thursday, October 25. Hotel Leamington - 6:15 P. M. 85¢
SPEAKER: PROFESSOR C. W. RUGH, of the Department of
Education, University of California.
SUBJECT: "How to Educate Ourselves for Facing the
Present Social Order."
MUSICAL PROGRAM - Outstanding Talent Developed in Our
Oakland Schools.
Chairman: ZOLA McVICZR

BAY DISTRICT MEETING

November 3 and 4. Hostess Club: BERKELEY. Save the dates.
Particulars in November Herald.

Make reservations early with Mrs. Shoolery, Te. 0462



OFFICERS

Pres.	Freda Smith
Vice Pres.	Marion Dougherty
Rec. Sec.	Effie Barnes
Cor. Sec.	Blanche Walsh
Auditor	DeEtte Spangler
Treas.	Lea Brunquist

DIRECTORS

Ella McGilvery	
Habel Little	
Ella Flynn	
Alice Irwin	
Amy Kirkendall	
Lydia White	
Mrs. Sarah J. Shoolery	
Executive Secretary	
Hotel Leamington	Te. 0462

JUNIOR SECTION

Kathleen Bugler	President
Anna Lignell	Advisor

ALAMEDA STUDY GROUP

We are especially indebted to the Alameda Club for their kind invitation to take part in their study group on Oct. 1. Several of our members have expressed the desire to organize such a group and the Alameda Club kindly invited us to attend their meeting on this evening. Miss Jolly will be glad to assist us in organizing a group if a number of members so desire.

BOOK REVIEW

We need no introduction to Mrs. Constance Mitchell who has recently become a member and is to give our Book Review on Thursday, October 4. We have enjoyed Mrs. Mitchell for so many of our Christmas Book Reviews and will all look forward to this evening.

INVESTMENT IN YOUTH BREAKFAST

Many of our members have asked why we have not requested donations to the Loan Fund for the past few years. The Fund has been quite active and has really been taking care of itself as payments have been coming in from graduates who were working fast enough to meet requests for loans. This Fall, however, we have been having more requests from students for Loans so the committee have planned a most interesting way for those who wish to donate to the fund to do so. This Fund means a great deal to the Club Members for we can surely point with pride to the successful young people who are now capable of earning their own way as a result of the training they received by the use of the Fund. A delightful program is being arranged for the Breakfast on October 7, including lovely music, "Hollywood Impressions" by Miss Janet Baird, and other feature numbers.

INFORMAL

Thursday, October 11, we are to have another Informal at the Y. W. C. A. We know we will have good food and a good time when we say that Amy Erickson and her committee are in charge.

LUNCHEON

The Y. W. C. A. is one of our oldest Community Chest Agencies working with women and girls. Our Luncheon on October 18 offers an opportunity to get close to those who are carrying out this program and to know for ourselves how we can gear in with other women and girls of the community.

The LESS a man KNOWS, the MORE he wants to TELL.

OCTOBER DINNER

Our dinner on October 25 is in charge of our Education Committee. Professor C. L. Rugh of the University of California, Department of Education, is to be the speaker of the evening. The music will show us talent that is being developed in our Oakland schools.

PICNIC

Carrie Hall kindly offered her lovely country home for our Junior-Senior picnic on Sept. 16. About sixty people were present and oh, what a delicious lunch we had. Credit for the fine food goes to Miss Amy Erickson of the Manning's Coffee Co. She prepared all of the food herself and all were agreed that she is some cook. It was perfectly planned, and all tasted just right. Many have asked how she makes such good coffee and she answers that Manning's Coffee is the secret! And the honey-nut bread! That's a Manning product, too. We all sincerely thank Miss Erickson for making our picnic such a success.

Dr. Maria Munk, first woman lawyer in Berlin and President of the German Federation of Business and Professional Women's Clubs, is now in the United States to complete her studies of American jurisprudence. (Copied from the Sept. issue of the Pacific Woodman, Fraternal magazine as an interesting news item of Women the World Over.

WHAT PRICE GLORY?

The World War, all told, cost - apart from 20 million lives, 400 billion dollars. With that money we could have built a \$2,500 house, furnished it with \$1,000 worth of furniture, placed it on five acres of land worth \$100 an acre and given this home to each and every family in the United States, Canada, Australia, England, Wales, Ireland, Scotland, France, Belgium, Germany and Russia. We could have given to each city of 20,000 inhabitants and over in each country named, a five million dollar library and a ten million dollar university. Out of what was left we could have set aside a sum at five per cent that would provide a \$1,000 yearly salary for an army of 125,000 teachers and a like salary for another army of 125,000 nurses.

Nicholas Murray Butler.

SEPTEMBER MORN'S PARTY

Forty of us were entertained by the September Morn's Committee at the Home of Mrs. Josephine Swan White on Saturday, Sept. 22. We had the pleasure of greeting Mrs. Guber, one of our past Presidents who came from Palo Alto to be present. We were glad to see Clara McMenney again who has not been with us at a meeting for some time. We were also glad to welcome Miss Anne Machin of Whitthorne and Swan whom we hope will soon be one of us. The costumes were many and various, some dating back to the gay nineties and several distinguished gentlemen appeared in our midst. Alice Moore entertained us with several stories. Late in the evening, refreshments were served.



NEW MEMBER

Daisy M. Briggs
1511 Jackson St. Te. 2340

Miss Briggs comes to us as a transfer member from the San Jose Club. We are glad to welcome her as a member.

SEPTEMBER BOOK REVIEW

A good crowd attended the Book Review on September 6. Mrs. Nichols reviewed several recent books. We appreciate all Mrs. Ordway and Mrs. Nichols have done for us in the way of Book Reviews.

AMONG OURSELVES

Delena Randall has been vacationing during September at the Berkeley Municipal Camp above Quincy.

Nellie Donohoe has gone to French Lick, Indiana to attend the Convention of the National Association of Post-masters. From there she plans to go to Washington, D. C. for a few days.

Mr. and Mrs. Homer Buckley have been on a vacation trip up the Redwood Highway.

Matilda Wigger spent two weeks at Lake Tahoe recently.

Georgia Maiden and her mother have just returned from a trip up the Redwood Highway.

Elisabeth Sherman is visiting at Eureka, Calif.

We are looking forward to welcoming our President, Freda Smith who will soon be home from her trip to Chicago.

Mary Barmby divided her vacation time between Carmel and Benbow on the Redwood Highway.

AMONG OURSELVES, cont.

Carrie Hall has gone to Fresno to visit her daughters for a few weeks.

Dora Cooley and Ellen Dockery have just returned from a trip to Crater Lake. They were there late enough in the season to enjoy a snow storm.

Alice Kirkland leaves soon for a three weeks trip to the East where she will attend the Convention of Record Librarians at Boston and then visit her brother at Battle Creek.

Little Algernon (to the old lady who has just arrived and whom he has never seen before): "So you're my grandmother, are you?"

Old Lady: "Yes, on your father's side."

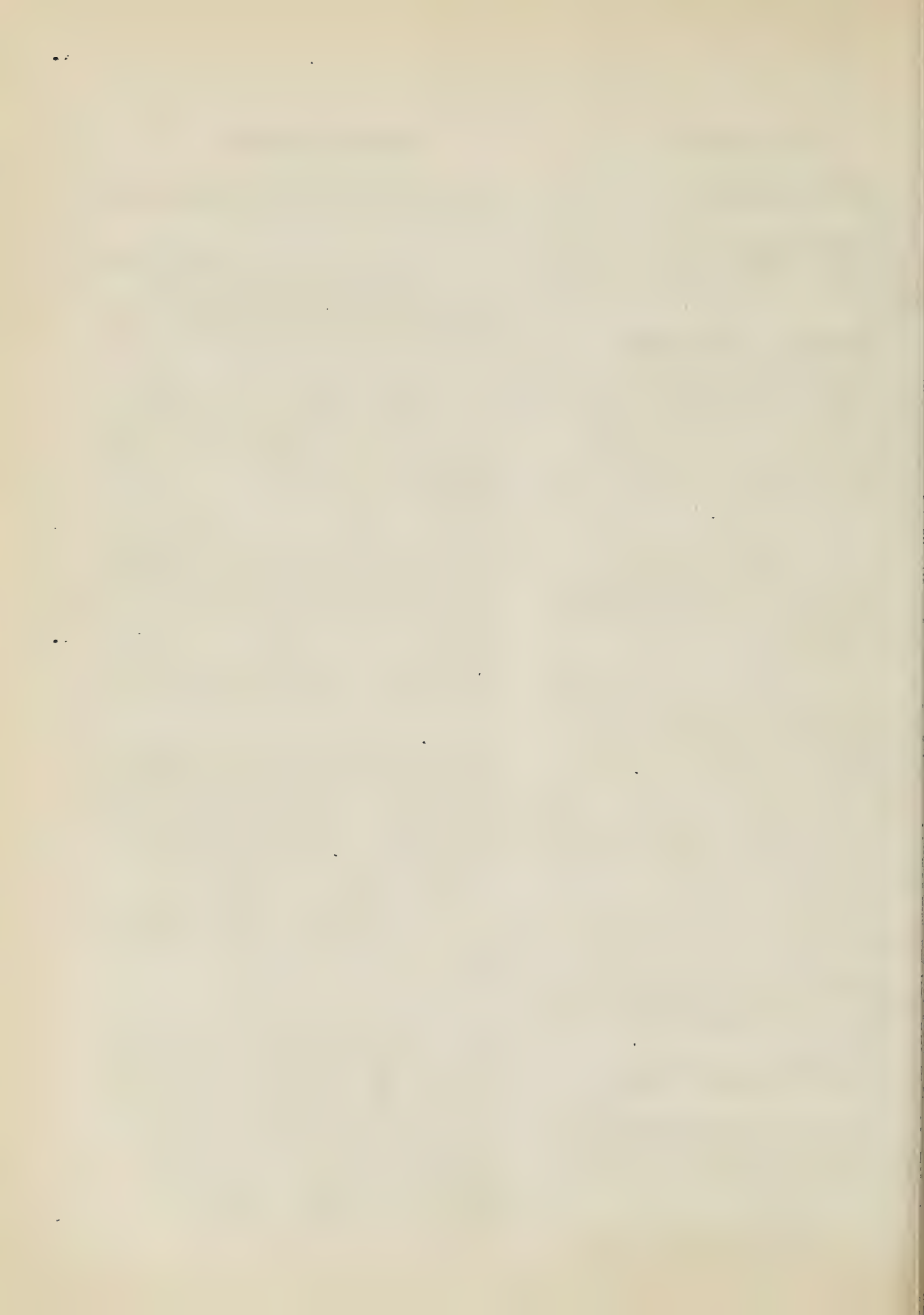
Algernon: "Well, you're on the wrong side; I'll tell you that right now."

"Ah" said the seedy looking individual who got into conversation in a railway train. "I've seen some changes. I was once a doctor with a large practice, but owing to one little slip my patients began to leave me."

"What was the slip?"

"In filling in a death certificate, I absent-mindedly signed my name in the space headed 'Cause of Death.'"

Miss Rudolphine Radil and Mrs. Josephine Swan White will present Operalogues at the Studio of Mrs. White, 663 - 11th St. at 4:00 o'clock P. M. on Sunday afternoon, October 14th and again on October 28th. Price 50¢. Those who did not hear the Operalogue last Sunday afternoon missed a real musical treat.



PAL PERSONALS

Dear Pal:

For some time I have wanted to thank you for the lovely bouquet of corn flowers you sent me in celebration of my 16th (?) birthday. The "gentleman of color" who delivered them added a real air of importance to the occasion and handed them to me with all the ceremony that seems so natural to his race.

The fragrance of your sweet Christmas gift is still with me and I have enjoyed it a lot.

Very sincerely,

Jean D. Baird.

Dear Pal:

I sincerely thank you for the beautiful flowers you sent me for my birthday. I know that you are just the very best Pal in the Club.

Sincerely,

Josephine McClanegan

JUNIOR JOTTINGS

BUSINESS MEETING

October 2nd. Be sure and come. Don't forget the date.

Social will be held on Tuesday, October 16th. Bettye will give you more information in the Buzz Bee. Don't forget this date either.

Patricia Piccone wishes to thank her Pal for the lovely compact she received last month on her Birthday.

JUNIOR JOTTINGS, cont.

Bettye Sukk thanks her Pal for the lovely Corsage she received for the Tea last Sunday.

Members that were unable to come to our September Social or to our Annual Tea certainly missed a wonderful time. It pays to remember the dates of your socials.

Dan Cupid has been busy again. Alma Kofoed, one of our Past Presidents, is now Mrs. Matt Jorgensen.

The Seniors are holding an impromptu supper on Thursday, October 11th. The Juniors are cordially invited. Supper will be held at Room 303, Y. W. C. A. and the cost 35¢. Games will be played after the supper and prizes given the winners.

Last but not least, we finally hear that Catherine will be on her way to Mexico the last of this month. ('Nuff said Bettye?)

Catherine Molinari
Publicity Chairman.

RECEIVED
NOV 14 1934
CALIFORNIA STATE LIBRARY



BUSINESS WOMEN'S HERALD

Official Publication of the Business and
Professional Women's Club, Oakland, Calif.

PROGRAM FOR NOVEMBER, 1934

CHINESE DINNER

Thursday, Nov. 1. International Institute, 936 Broadway 6:30 P. M.
An Interesting Chinese Program is promised. 75¢
Chairman: DR. LUELLE STONE SWUGER

BAY DISTRICT QUARTERLY MEETING

Saturday and Sunday, Nov. 3 and 4. Hotel Whitecotton, Berkeley
Complete program on inside page. Reservations by Oct. 29.

LUNCHEON

Thursday, Nov. 8. Hotel Leamington 12:15 P. M. 60¢
Mrs. Ellen Loughrey will speak on "The Federal Housing Plan."
Vocal Solos by Mary Cerrato accompanied by Ella Shafer
Special Music from Lincoln School.
Chairman: MRS. ROSE BURCKHALTER

BOOK REVIEW

Thursday, Nov. 15. World Book Shop, 50 Grand Ave. 8:00 P. M.
HILDEGARD HAYTHORNE, well known author, will give the Review.
Stories will be told by Alice Moore.
Chairman: MRS. ELINOR BOWLE NICHOLS.

THANKSGIVING DINNER

Thursday, Nov. 22. Hotel Leamington - 6:30 P. M. \$1.10
Special Entertainment - DR. HAROLD RUSSELL PALMER -
MAGICIAN
Vocal Solos by Albert Rosenblatt, Baritone, accompanied by
Ella Shafer
Austrian Folk songs by Mrs. A. Steppan
Chairman: MRS. JOSEPHINE HOLLY

Make reservations with Mrs. Shoolery, Te. 0462



BAY DISTRICT QUARTERLY MEETING

Berkeley Club will be hostess to the Bay District Clubs Nov. 3 and 4. Saturday night, there will be a joint dinner meeting with the men's Service Clubs. Mr. Chas. D. Heywood, will speak on "Service Clubs". Dinner - 6:30 P. M. \$1.00

General sessions will start on Sunday morning at 10 A. M.

Luncheon at 1 P. M. Sunday when Dr. Elene de Laurentiis is to speak. Dr. de Laurentiis is a member of the International Federation of B. P. W. C. and brings a message from far-off Italy. At present she is doing graduate work at the University of California.

All meetings will be held at the Hotel Whitecotton, Shattuck Ave. at Allston. Registration fee is 25¢. Reservations must be made by Oct. 29.

CHINESE DINNER

Our International Relations committee of which Dr. Luella Stone Swauger is chairman, has arranged a Chinese dinner for Nov. 1. The dinner will be held at the International Institute, 936 Broadway. A most interesting program has been arranged.

LUNCHEON MEETING

At our luncheon meeting on Nov. 8, we will have the opportunity to hear about "The Federal Housing Plan". Mrs. Loughry who will speak for us is Chairman of the Campaign for the Speakers Bureau and is well informed on her subject. Miss Mary Cerrato will sing for us and a special musical treat is being arranged by Mrs. Zola McVicar of the Lincoln School in cooperation with National Education Week.

THANKSGIVING DINNER

On Thursday, Nov. 22, we will have our Annual Thanksgiving dinner.

DR. HAROLD RUSSELL PALMER will present a program of MAGIC. Dr. Palmer keeps his audience in a state of constant anticipation. Magic is more than entertainment. It awakens and stimulates the senses of the auditors. For a number of years Dr. Palmer appeared under the direction of the Empire Lyceum Bureau, Inc. of Syracuse, New York.

Mr. Albert Rosenblatt, baritone, is to sing for us. Our own Mrs. A. Steppan will also entertain us with Austrian Folk Songs. Both will be accompanied by Ella Shafer.



OFFICERS

Président Freda Smith
Vice Pres. Marion Dougherty
Rec. Sec. Effie Barnes
Cor. Sec. Blanche Walsh
Auditor DeEtte Spangler
Treasurer Lea Brunquist
Directors: Alice Irwin
Amy Kirkendall
Lydia White
Mabel Little
Dr. McGilvery
Ella Flynn
Mrs. Sarah Shoolery
Executive Secretary
Hotel Leamington - Te. 0462
Junior President Kathleen Bugler
Junior Advisor Anna Lignell

BOOK REVIEW

On Thursday, Nov. 15, we will have an opportunity to hear Hildegard Hawthorne in a book review. As no doubt you all know, Miss Hawthorne is the granddaughter of Nathaniel Hawthorne. She is famous for her books for boys and girls such as "The Pony Express", "Open Range" and "The Romantic Rebel" which is the story of Nathaniel Hawthorne. Miss Hawthorne lives in Berkeley. At the same meeting our own Alice Moore has consented to tell us a story.

Your attention is called to Open House at the Central Trade School on Thursday, Nov. 8 from 7 to 10 P. M. It will be especially interesting to women to see how Elsie Beaumont trains unemployed women and girls in power-sewing and assists them to secure employment. A tour of the building will also be arranged. Knowledge of the work of the Central Trade School is helpful in directing untrained women who may ask your advice regarding employment.

Some of our members are much interested in adding to our Club Library. It has been much in use recently and we would like to add more new books. One that is asked for is "Keeping Young in Business" by E. B. Weiss and Louis L. Snyder. "Do you get tired on the job and imagine you are slipping? If there are doubts in your mind that life after all begins at forty and you are in need of a stimulant, perhaps "Keeping Young in Business" is what you wish. It perks up the man who earns his living, tells him how to retain his enthusiasms, how to regard the job, the boss, the pay and the future. The authors would show the man how to run the business which in too many cases runs the man."

A few contributions have already been made to buy this particular book. It has been suggested that we have a "donation dish" present at each book-review. Proceeds will be used for the purchase of books for the Club Library. There is no charge for the use of the Club books and no definite time limit. Two new books have been contributed to the Library by Dr. Swauger. They are "Mozart" by Marcia Davenport and "Modern Art" by Thomas Craven.

Several Club members visited the Alameda Club Study Group in October and have begun the organization of a Study Group in our own Club. The first meeting is planned for Monday, Oct. 29. The organization committee is DeEtte Spangler, Chairman, Amy Kirkendall and Marion Dougherty.

Mrs. E. W. Smith, sister-in-law of our President, Freda Smith, has a room to rent to a business woman. The address is 422 Orange Street.

Club members who were unable to attend the Book Review at the Wold Book Shop on Oct. 4, missed a lovely program. Mrs. Constance Mitchell, our Club member of the Mitchell Book Shop, 308-13th St. gave the review. We all know that Mrs. Mitchell has a charm all her own with Book Reviews and story telling.

Our Informal committee served a delicious supper for us at the Y. W. C. A. on Oct. 11. The committee ask that members be more definite in their reservations for Informals. They are serving a lovely meal for 35¢ and must be able to figure close on reservations in order to break even. The menu this month was

Rare Roast Beef

Perfection Salad

Baked Banana Squash

Fig Bran Muffins

Assorted fruits coffee

The way to cooperate with the committee is to make our reservations and attend the Informals.

OCTOBER LUNCHEON

On October 18, we had a most interesting luncheon devoted to the Y. W. C. A. Alice Moore gave us "Highlights in the lives of Y. W. C. A. executives". Hazel Belle Withrow gave some whistling numbers accompanied by Neva Aubin. Miss Withrow also spoke on the aims and plans of Y. W. C. A. work. We were glad to have the opportunity to meet Miss Withrow who has a charming personality and is enthusiastic about her work.

WE THANK YOU!

These words are the key-note of the report that the committee would make as the result of the Loan Fund Breakfast held on Sunday, Oct. 7, at beautiful Lake Merritt dining-room.

As a distinctively new venture something that had to be introduced freshly to the Club membership, it would appear to have been quite a success. In all 31 members and 10 friends of members contributed the sum of \$200.56. After the breakfasts were paid for there remains the sum of \$177.56, which has been banked for the Student Loan Fund.

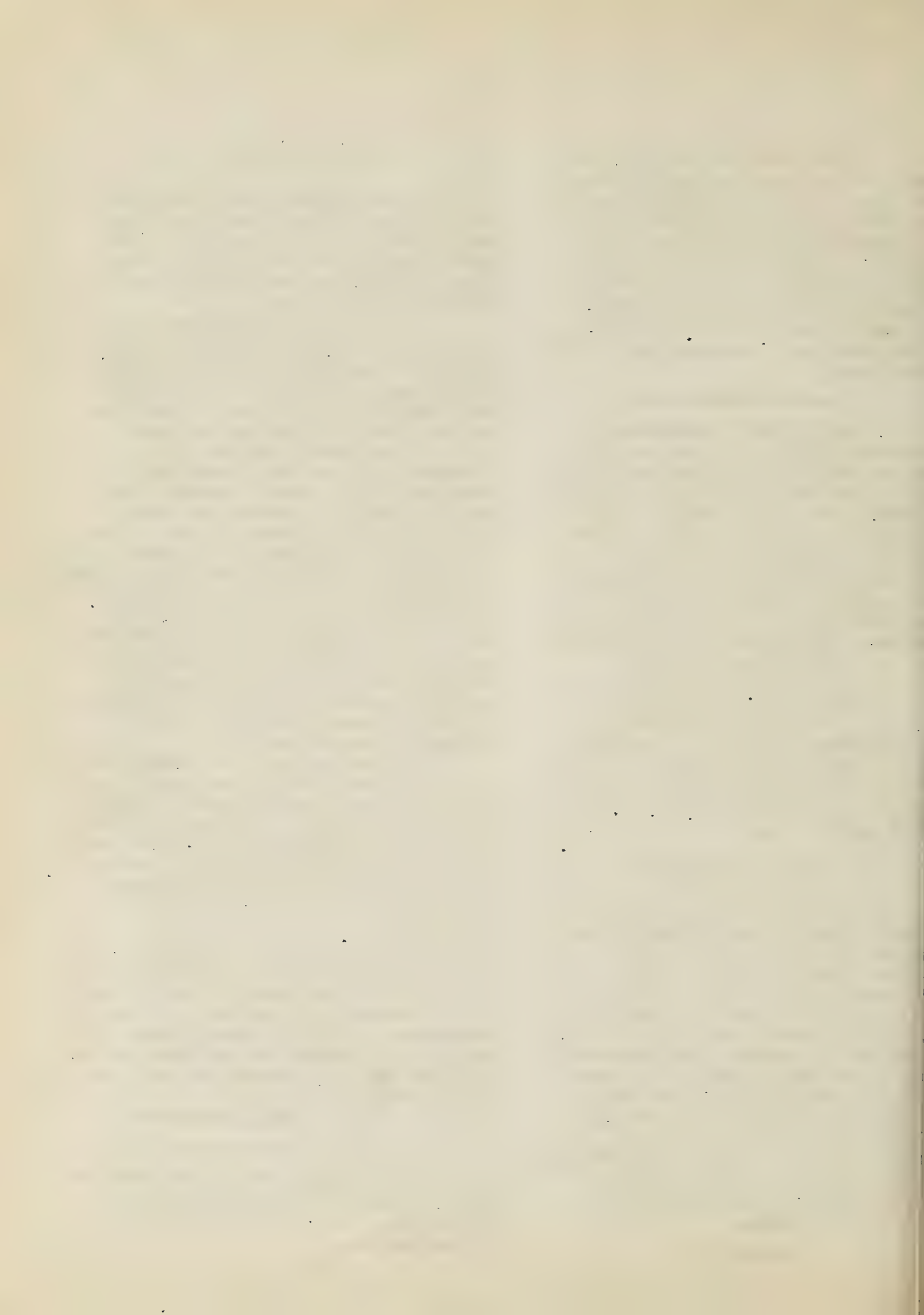
This "Investment in Youth" is already returning the Club rich dividends in the useful lives of our growing list of alumni. As one of the young men was heard to say, "I had often heard of the value of a good character, but until I contacted this Loan Fund, I did not know that you could actually borrow on it".

The members of the committee are very grateful to all who assisted in any way to bring this idea to reality. They would like to have it known that further contributions of any sum will be welcomed at any time, as the money is in constant use and more is needed.

It was noted at the breakfast that with but one exception every Past President of our Club, back through ten years, was represented at this breakfast, either in person or by their gift. Is not this a record! Again, we thank you.

"The Committee"

As business women, we should all be good citizens. Be sure to do your duty and vote on November 6.



NEW MEMBER

Ann Z. Machin
Employment Department
Whitthorne & Swan

Res. 1030 Bella Vista Mer. 4178
Business Phone La. 7200

FROM THE MAGAZINE CHAIRMAN

As one of the local results of the July general strike, it may be recalled that it was necessary to cancel the dinner program prepared by the Magazine Committee, ie. Hermine Kruger, Marie Graves and Karen Johnson. Up to this time no opportune time has presented itself for this program, so the local committee urged there- to by the National and State Magazine Chairmen, is taking this means of calling attention of club members to the merits of the INDEPENDENT WOMAN. The committee solicits answers to the following questions.

Do you enjoy reading the magazine, if so, Why? and if not, Why?

Have you ever answered any of their advertisements and was the response satisfactory?

Is the magazine useful to you in your business - how?

Replies in care of Mrs. Shoolery will be much appreciated so that the Committee may do its work.

The Spanish class has begun Fall Classes. They are being held in the Club Rooms on Monday evenings. If you are interested in the organization of any other class let Mrs. Faye Otis Buckloy or Mrs. Shoolery know and we will see if one can be arranged.

MEMBERSHIP BIOGRAPHY PAGE!

Maybe some other Club member has the same friends you have in some far away section of the country - if you only knew it. Maybe some of you attended the same schools and had mutual acquaintances. It has been suggested that Club members would like to know more about each other so in the next Herald we will start our Biography Page. Tell us where you were born (you needn't say when) and let us know some of your interesting life experiences. No doubt this page will bring some of you to a close friendship thru mutual experiences of the past. Be sure to have your biography reach Mrs. Shoolery by the last week in the month. We would like to print one each month.

Dear Pal:

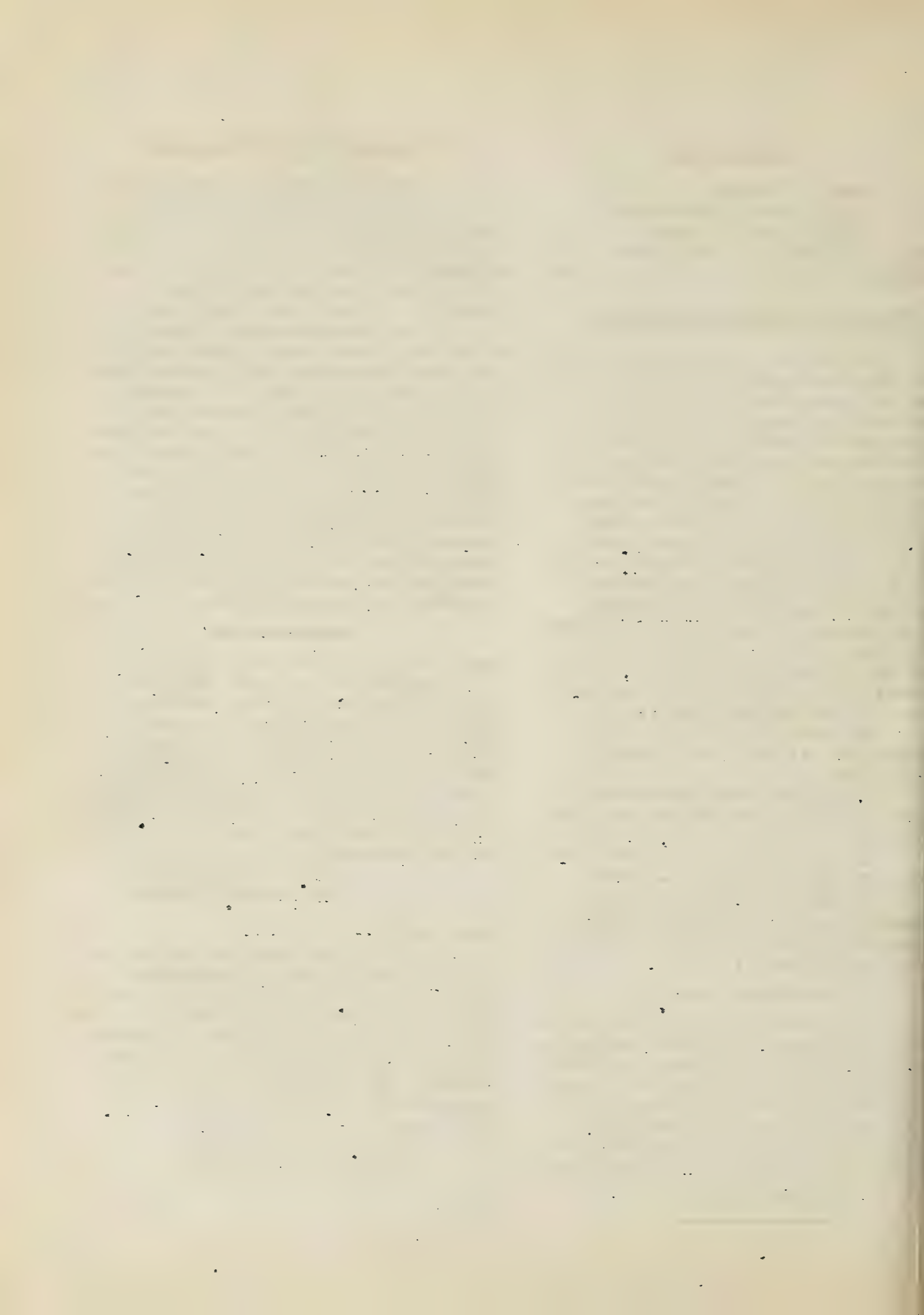
Thank you so much for my lovely flowers. I can not begin to tell you how much pleasure they gave me; and I shall enjoy using the dainty vase, because I have secretly desired one like it for a long time. I shall anxiously await the time when I can thank you in person.

Most sincerely,
Constance Mitchell

Dear Pal:

Now I have another reason to be glad that I am a "September Morn" for I have the lovely pin you sent me for my birthday. I am sure I cannot wait until Christmas to find out who you are, but that seems to be one secret that it is impossible to find out about so I will have to be patient.

Sincerely,
Josephine Swan White



AMONG OURSELVES

Elisabeth Sherman sends greetings from Eureka. Recently she attended a dinner at the Eureka Club in honor of the State President, Mrs. Empey.

Olive Cathcart is on a vacation trip to Salt Lake City going by way of Long Beach.

We have missed Carrie Kennedy from our meetings this past month. She has not been well, but we hope to have her with us at meetings soon.

Our President brings back this gem of Missouri dialect from her trip East. She was talking to a party from Missouri who asked her where she was from. She said "California" and that she was on the way to Chicago. The Missourian asked, "How far do you-alls expect to make a day twixt hither and yon?"

NEWS OF WOMEN

Agnes MacPhail, the only woman in the Canadian house of commons, has held a seat in the Ottawa parliament since 1921.

There are three women who today are the only representatives of their sex doing important work in the diplomatic field. They are Mrs. Ruth Bryan Owen, United States minister to Denmark; Mme. Alexandra Kollontai, soviet minister to Sweden, and Senorita Gabriela Mistral, Chilean consul general in Madrid, Spain.

Upward of 10,000 women are distributed all over Germany in small agricultural camps. They live without luxuries and do all the work men normally do on farms. They plow, they sow, they cultivate. They rise with the sun and go to bed with it, and their only pleasures are those of mutual companionship.

Friend: "Where is your husband working?"

Wife: "He is working for the ZZZ."

Friend: "How's that?"

Wife: "He started with the AAA and worked his way down."

JUNIOR JOTTINGS

By the time you read this, our esteemed Publicity Chairman, for whom I am pinch-hitting, will be enjoying a much anticipated visit to Mexico. We all hope Catherine has the time of her life, and look forward to hearing of her experiences in the land of Pancho Villa, frijoles and mananas.

Those of you who missed the Halloween Party missed a grand evening. Our Sponsor, Miss Lignell, graciously offered us her home for the occasion, and what a grand place for a party. We were in the basement by ourselves and made all the noise we wanted, but I wouldn't say we couldn't be heard even if we were downstairs. Mrs. Elinor Nichols of the Wold Book Shop told fortunes and is she a good fortune teller. She is excellent. Many deep dark secrets are now open books.

Don't forget NOVEMBER 6th, the date of our Business Meeting. NOVEMBER 6th is also a red letter day for the State of California, the GUBERNATORIAL ELECTION, UNDER WHICH FLAG? DON'T FORGET TO VOTE.

Plans for the November Social will be announced later.

Kathleen Bugler



BUSINESS WOMEN'S HERALD

Official Publication of the Business
and Professional Women's Club, Oakland, Calif.

PROGRAM FOR DECEMBER, 1934

BOOK REVIEW

Thursday, December 6, 8:00 P. M. Hotel Leamington
MRS. CONSTANCE MITCHELL, of the Mitchell Book Shop, 308 - 13th St.
will review books suitable for Christmas gifts. She will
also tell us a Christmas Story.

FELLOWSHIP LUNCHEON

Thursday, December 13, 12:15 P. M. Hotel Leamington 60¢
MRS. MARIE GRAVES, of Heald College, will give the talk
she prepared for the Magazine Dinner and will also
tell us of the work done at Heald College.
MISS MARY BARMBY, County Librarian, is to tell us of the
work of the County Library, by special request.
Music will be furnished by the 5th and 6th Grade Choral
Club of Lincoln School under the direction of MRS.
BEULAH HOFSTETTER.

STUDY GROUP

Thursday, December 13, 7:30 P. M. Hotel Leamington
Discussion of the Townsend Plan

ANNUAL CHRISTMAS DINNER

Thursday, December 20, 6:30 P. M. Hotel Leamington \$1.10

REAL OLD FASHIONED CHRISTMAS

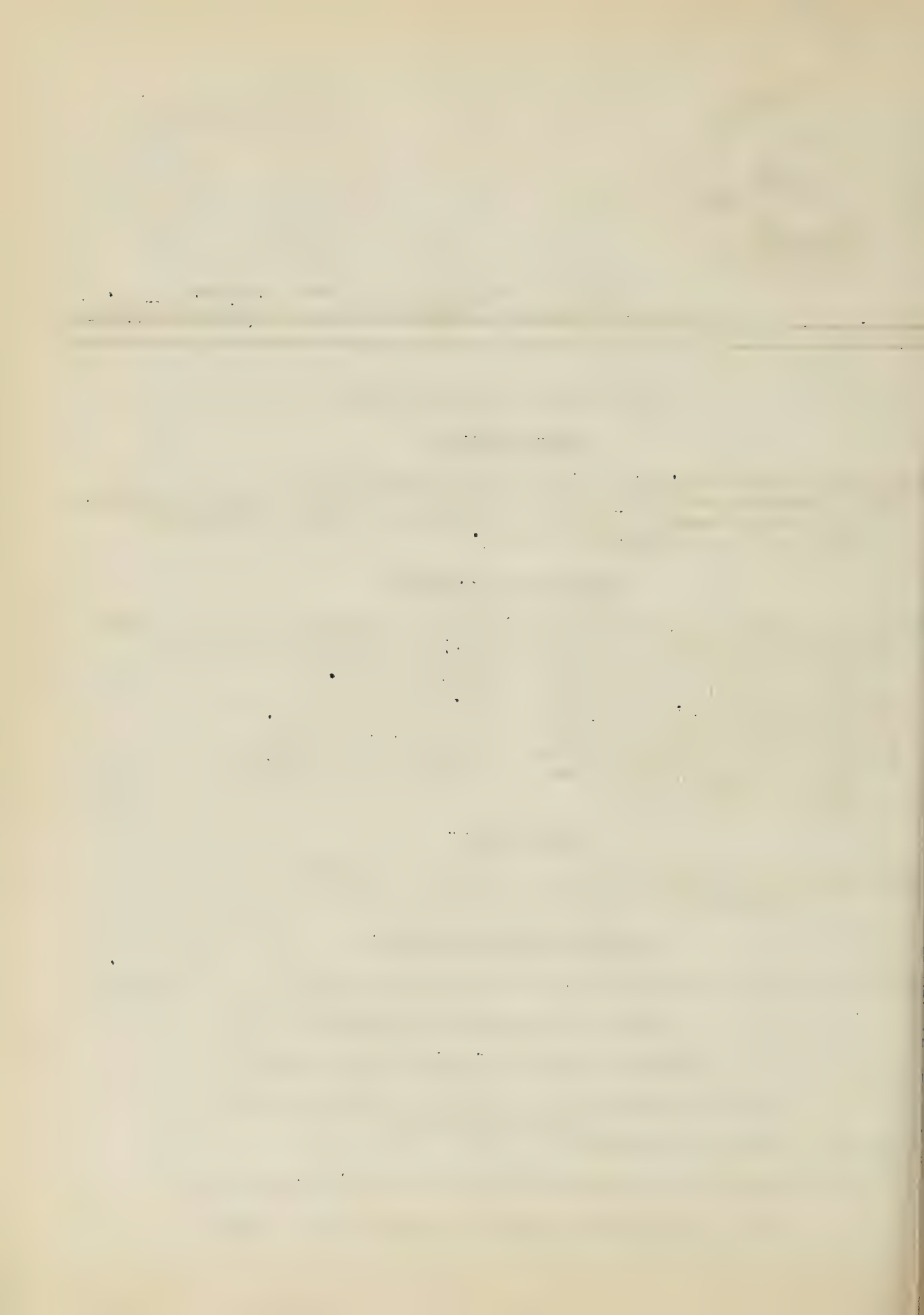
"PEACE ON EARTH - GOODWILL TOWARD MEN"

The above quotation is the theme on which our
program is based.

Chairman: JANE E. PATTERSON

(For information regarding gifts to Pals, see next page)

Make reservations with Mrs. Shoolery Te. 0462



CHRISTMAS PARTY

Isn't it fun to be looking forward to our Christmas party? We are still children at heart and this program is just like the surprise in "our Christmas stocking" which we still anticipate with great eagerness.

At this time your suspense will be over and you will discover who has been your Pal all these past twelve months. Be sure to have a gift on the tree for your Pal and remember this time you sign your name so the secret of the year is then revealed. At this dinner, the names of Pals for the coming year will be drawn and new members of the past year will now receive Pals. Remember, if you want a Pal, attend the Christmas dinner. THURSDAY, DECEMBER 20.

FELLOWSHIP LUNCHEON

This month we are to enjoy another fellowship luncheon. These luncheons afford an opportunity to become better acquainted with our fellow club members and learn more about what our different members are doing.

At this meeting, Mrs. Marie Graves of Heald's College, is to give a talk which she prepared for our Magazine dinner using as her subject "A Club Member Uses Her Magazine." She will also tell us of the work done at Heald College.

By special request, Miss Mary Barmby is to tell us about the County Library. There have been numerous requests recently to have Miss Barmby tell of the interesting work done by the County Library.

Those who attended the last luncheon will especially look forward to hearing the Lincoln School Choral and learn more about the talent being developed in our Oakland Schools.

CHRISTMAS BOOK REVIEW

Christmas just wouldn't be Christmas to our members without a Book Review by Mrs. Constance Mitchell. This year she brings us an added joy as we now greet her as a member of our Club. New Books will be on display and there will be an opportunity to look them over afterwards and chat with each other. Mrs. Mitchell promises to end her book review with a Christmas Story and we all know that her stories fill us with the Spirit of Christmas.

STUDY GROUP

On Thursday evening, Dec. 13, the study group will take up the Townsend Plan. Different members will discuss its effect on their business. Come and give us your opinions on it.

FROM THE MAGAZINE COMMITTEE!

In reply to the questions asked in the last issue of the Herald, several interesting replies have been received. We quote from one as follows:

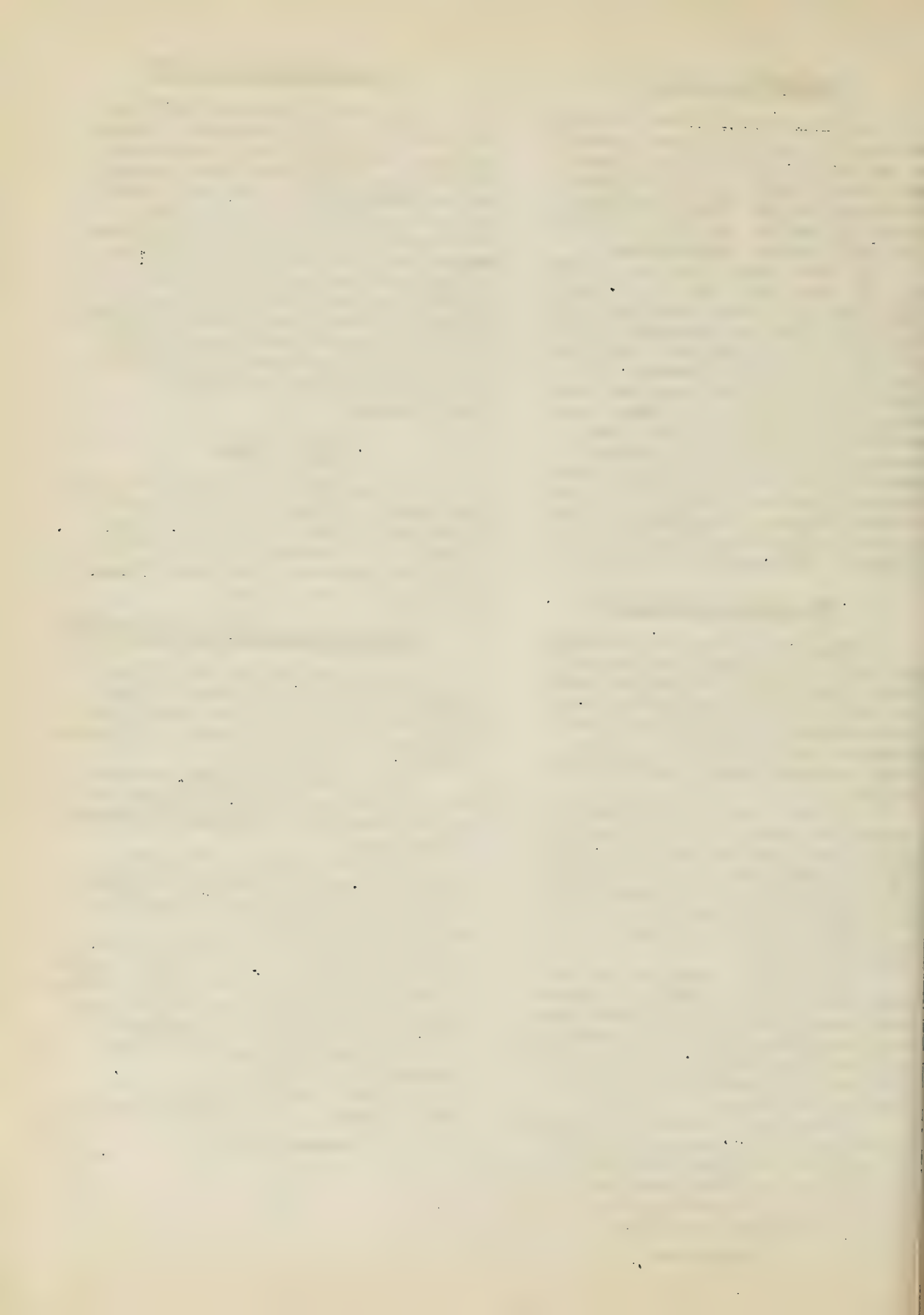
"I certainly enjoy reading the magazine. It gives news of the activities of women not found elsewhere.

It gives useful "tips" regarding proper clothes for business hours, business etiquette, salesmanship, etc.

It describes lines of endeavor which are out of the ordinary, and sets the reader to thinking, hoping to hit on still another novel business venture.

The subject matter is of general interest.

I have answered ads. and the response was satisfactory."



THANKSGIVING DINNER

A large group of Club members and friends attended our Annual Thanksgiving dinner on Thursday, Nov. 22.

As a special feature of the evening new members who had joined the Club recently were introduced.

One of our Club members, Mrs. Steppan sang Austrian Folk Songs for us and was accompanied by Mr. Brandt.

Dr. H. R. Palmer, Osteopathic Physician, presented a program of Magic. We are still wondering what became of the glass of milk. Ask Lola Stephens how Dr. Palmer passes cards from one envelope to another. Don't we wish we could buy some of those oranges with dollar bills in the center! We have heard of calling hogs, but whoever heard of calling cards and having them raise right up out of the deck. We all felt we had enjoyed a most entertaining evening.

NOVEMBER LUNCHEON

On November 8, we had our monthly luncheon meeting. Mrs. Ellen Loughrey explained the Federal Housing Plan to us. Mrs. Loughrey is well informed on the subject and gave a most interesting and comprehensive talk.

Miss Mary Cerrato sang for us and was accompanied by Mrs. Ella Shafer.

A special added treat was furnished by four little Chinese children from the Lincoln School who brought their instruments and played for us.

Mrs. Rose Burckhalter was Chairman of the program.

EDUCATION DINNER

Too late for comment in our November Herald came the fine program at the dinner on Oct. 25.

EDUCATION DINNER, cont.

The speaker of the evening, Professor C. E. Rugh, of the Department of Education of the University of California, gave us all much food for thought, and suggested ways of educating ourselves for facing the present social order. He recommended reading the recent book, "The American Hour of Decision" by Glen Frank. He also told of the article published in the January number of the National Education Association Publication on the findings of the National committee of which Mr. Givens was a member. The article is entitled: "What are desirable Social Economic Goals for America?" Copies can be ordered thru the Club office and will be 15¢ each. Please let Mrs. Shoolery know if you would like a copy.

Mr. R. W. Snyder, Principal of the Lincoln School, spoke on the Oakland School Housing Program.

Music was furnished by the String Quartet of Technical High School and showed us how much is being done to develop talent in our schools.

Mrs. Zola McVicar, our Education Chairman, arranged the program.

BOOK REVIEW

Our Book Review committee also had a special treat for us this last month and arranged for Miss Hildegard Hawthorne to speak for us. Those who were unable to attend missed a delightful evening. Miss Alice Moore also entertained by telling stories.

NEW MEMBERS

Griggs, Miss Ora Mae
Manager
East Bay School Beauty Culture
332 - 16th St. Ho. 5183

Lambert, Mrs. Kathryn
Dist. Manager and Owner
Charis of Oakland
519 - 19th St. Gl. 3685

Ratchford, Miss May L.
Personnel Manager
Capwell, Sullivan & Furth
14th & Clay Ho. 3131
Res. 5573 Lawton Ave.

Reineman, Miss Grace
Instructor
Dickinson-Warren Secretarial
School, 2510 Bancroft Way,
Berkeley Th. 1973
14th St. Oakland Gl. 6825
Res. 2814 College Ave., Berk.

CHANGES OF ADDRESS

Briggs, Miss Daisy M.
Local Representative of
Caltex Sports Wear
2840 - 60th Ave. Sw. 0423

Renton, Mrs. Ida May
Owner and Manager
Star Delicatessen
241 - 14th St. Te. 2742

DECORATIONS

For the beauty of our Thanksgiving dinner tables, we are indebted to our decorations committee. Lea Brunquist, chairman, arranged the tables, Dr. Myrtle Poole brought the beautiful bitter-sweet and gourds for the head table, and greens were furnished by Eunice Kertell, Ann Clevenger, Clara McKenney and Florence Ring. We sincerely thank them all.

If any of you have any old discarded Victor Records, please tell Mrs. Shoolery about them. They may be either cracked or chipped, but must be Victor records. One of the schools is collecting them and hope to receive a new Victor Phonograph with a Radio for their auditorium.

SERA WORK

Mrs. Faye Otis Buckley, our Club representative serving on the Advisory Committee of Relief for Unemployed Women, has sent in a most interesting report to our Club members regarding the SERA.

Mr. Roth, acting director, stated at a recent meeting of the committee that Alameda County had done more for women and for the white collared class workers than any other county.

The complete report is now posted on the bulletin board in the Club room and is extremely interesting.

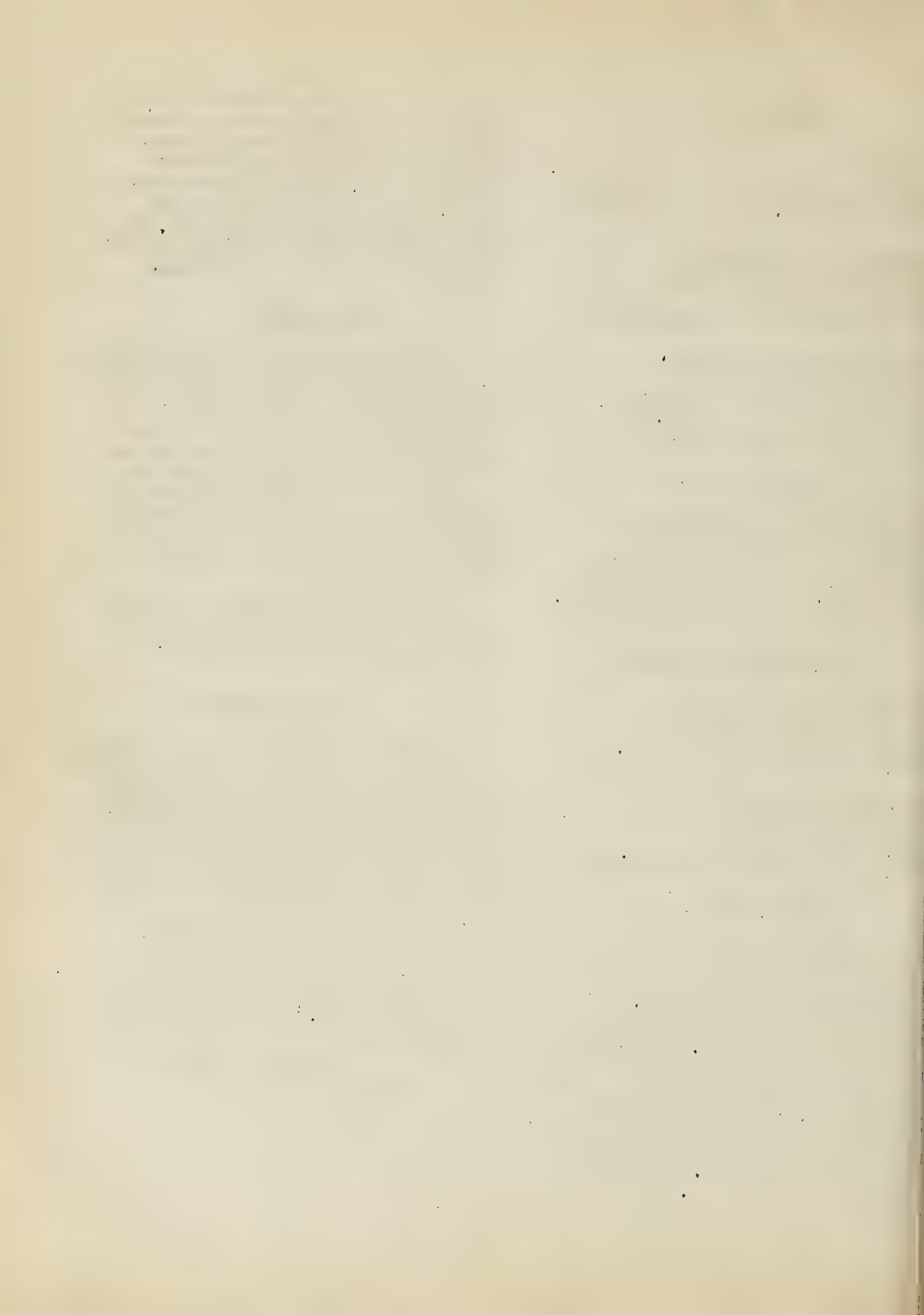
NEWS OF WOMEN

Concha Espina, famous woman writer of Spain, has been appointed ambassador extraordinary to next year's observance of the fourth centenary of the foundation of Lima, Peru. Officials say she is the first woman in the history of Spain to be appointed to an ambassadorial post.

(Pacific Woodman)

"The darkest hour in any man's life is when he sits down to plan how to get money without earning it."

Horace Greeley.



BAY DISTRICT MEETING

A large group of our Club members attended both the Saturday evening and Sunday sessions of the Bay District Conference in Berkeley recently. At the Saturday evening banquet, Florence Stahl, Bay District President, presided. Mrs. Grace Patty, Berkeley president, was program Chairman for the entire conference. Mrs. Maude E. Empey, State President gave an address. Mr. Charles D. Heywood, past District governor of Rotary International, spoke on Service Clubs.

A most interesting talk was given at the Sunday luncheon by Dr. Elena de Laurentiis, who is Doctor of Law of the University of Rome, graduate from the Academic of Geneva and the Hague in International Law, studied one year at Radcliffe College in Massachusetts, and is now studying political Science at the University of California with a fellowship from the International House in Berkeley.

The next Quarterly meeting of the Bay District will be held in Watsonville late in January. Further announcements will be in the January Herald.

PAL PERSONALS

My dear Pal:

Such a welcome home as you gave me in the bunch of glorious flowers. They are an inspiration in all ways. Thank you.

Elisabeth Sherman

Of course, we all want to patronize Club members as much as possible. Almost all classifications are represented in our Club group. A roster is a big help when you want to know where to shop especially now at the holiday season. Rosters are available at the Club rooms - Price 30¢.

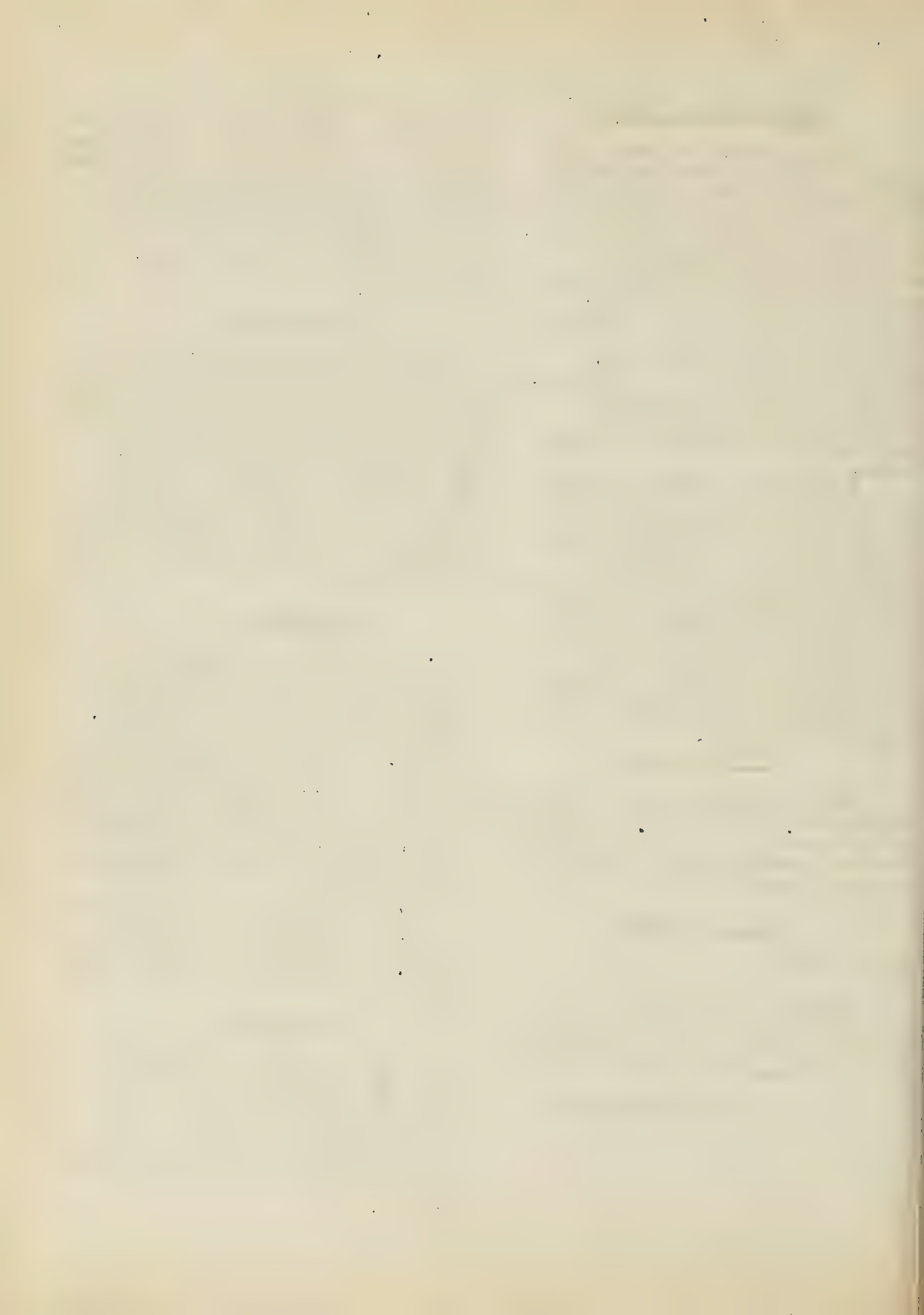
Donations are still coming in for the Loan Fund. Some who were unable to attend the breakfast sent in the \$5.00 and others have contributed various amounts so the fund is still growing. The committee wish to thank all who have contributed. Applications for loans continue to be received and the donations are immediately put to work for this good cause.

NEW BOOKS

"Sweeping the Cobwebs" by Lillian J. Martin and Clare De Guichy has been contributed by Hermine Kruger. "For the man and woman over forty who feel a loss of energy and initiative, who long for a better job, or a happier state of mind - here are sensible and practical suggestions for regaining their grip, and going on to greater achievement."

"The Triumph of An Idea" by Ralph H. Graves, which is the story of the life of Henry Ford, has been contributed by Delena Randall.

Due to the busy Holiday Season, our first Club Member biography has been postponed until the January issue of the Herald. Are you writing your biography yet? We are expecting one from each of you for the Herald.



Our sympathy is extended to our member, Dr. Ella McGilvery, whose brother was recently killed in San Francisco, when he was struck by an automobile.

We also extend sympathy to one of our new members, Mrs. Kathryn Lambert in the loss of her mother this past month.

Mrs. Lois Martin's son has been seriously ill with blood poisoning for several weeks, but is now improving. We all wish him a speedy recovery.

JUNIOR JOTTINGS

Business Meeting, December 4th. Hold this date open for there will be very important items to discuss as well as greet our new members.

Our Annual Christmas Party will be held on Tuesday, December 18th. At this time the Pal Secret will be out. Remember this date - for this is your Pal's Christmas Party. Bettie will give you more details later.

The Jottings are rather small this month due to the fact that the news was limited, so I will take this time to thank the members for their co-operation in the matter of news.

At this time, I wish to convey my wishes to all the members for a Merry Christmas and a Happy New Year.

Catherine Molinari
Publicity Chairman

EMBLEM GIFTS

Have you ever thought of an Emblem gift for your Pal or for your friends? There are many appropriate articles using the Emblem which make lovely gifts. Our State Emblem Chairman, Patricia Calhoun of Berkeley, keeps an Emblem Store as an accomodation to Club members in this vicinity. You can secure Compacts, Stationery, Playing Cards, and many other useful articles. Complete list and prices are posted on the bulletin board in the Club room.

Mother, on her return from the hairdresser's said, "How do you like my nice new wave?"

Small daughter, after surveying the wave from all angles, "Well, Mummy, if you really want to know, I think that from behind you look like the sort of lady who would have a better looking face!"

Parents Magazine

Little Billy was standing on the piazza; his mother was showing him his first rainbow. "Look, dear," she said. "That is a rainbow."

"It's pretty, isn't it, Mama," agreed Billy, properly thrilled. "What's it supposed to be advertising?"

Parents Magazine





BUSINESS WOMENS HERALD

Official Publication of the Business
and Professional Women's Club, Oakland, Calif.

PROGRAM FOR JANUARY, 1935

No meeting on January 3rd due to the Holiday Season.

LUNCHEON

Thursday, January 10. Hotel Leamington 12:15 P. M. 60¢

BUSINESS MEETING.

"A NEW MEMBER LOOKS AT THE MAGAZINE, THE INDEPENDENT WOMAN."

Dr. Myrtle R. Poole, Chiropractor

STUDY GROUP

Thursday, January 10. Hotel Leamington 7:30 P. M.

DISCUSSION OF THE TOWNSEND PLAN AND UNEMPLOYMENT INSURANCE.

Chairman: DeEtte Spangler.

CARD PARTY

Thursday, January 17. 7:45 P. M. 50¢

At the home of Dr. Luella S. Swauger, 3785 Harrison St.

PRIZES AND REFRESHMENTS

Chairman: Lola Stephens

BOOK REVIEW

Thursday, January 24. Wold Beck Shop, 50 Grand Ave. 8:00 P. M.

Chairman: Elinor Boyle Nichols. Miss Sherman will give the review.

LEGISLATIVE DINNER

Thursday, January 31. Hotel Leamington 6:30 P. M. 85¢

LAYS OUR NATIONAL FEDERATION IS SPONSORING:

Miss Margaret Torreyson, Attorney, of San Francisco and
Legislative Chairman, Bay District.

LAYS OF SPECIAL INTEREST TO WOMEN OF CALIFORNIA:

Mrs. Anna G. Law.

NEW LAYS PRESENTED TO OUR LEGISLATURE:

Mr. Homer W. Buckley, Assistant City Attorney.

Chairman: Bird M. Wilson



OFFICERS

Pres. Freda Smith
Vice Pres. Marion Dougherty
Rec. Sec. Effie Barnes
Cor. Sec. Blanche Walsh
Auditor DeEtte Spangler
Treas. Lea Brunquist

DIRECTORS

Ella McGilvery
Mabel Little
Lydia White
Ella Flynn
Alice Irwin
Amy Kirkendall

Mrs. Sarah J. Shocler
Executive Secretary
Hotel Leamington Te. 0462

JUNIOR SECTION

Kathleen Bugler President
Anna Lignell Advisor

LUNCHEON

At the luncheon meeting on January 10, we will have our regular quarterly business meeting.

Dr. Myrtle Poole, Chiropractor, will give the talk she had planned for the Magazine dinner which Miss Kruger had arranged for last July, but which had to be postponed. She will speak from the viewpoint, "A new member looks at the Magazine."

Josephine Holly wishes to thank the many club members for the business cooperation they have given her this past year.

LEGISLATIVE DINNER

What is our Legislature going to do?

What are the laws most interesting to women just now?

What is our National Federation backing?

These are questions to be discussed at the legislative dinner on the 31st, and one glance at the names of the speakers assures us that the subjects will be well handled, and our fund of information will be greatly added to. Remember the date - Jan. 31.

A large part of the success of any meeting depends upon the audience. No speaker is at his best when he must speak to empty seats. That is why we urge members to make definite reservations so that we may arrange for just the right number of people. Such a responsive group as attended our Christmas party is an inspiration to anyone who is taking part in the program. We had a 100% reservation attendance as everyone who made a reservation came. A good New Years Resolution for 1935 would be to keep up this fine record.

NEWS OF WOMEN

It is estimated that more than 40 per cent of the wealth of the United States is controlled by women.

Of the 274 persons in Massachusetts who recently qualified to be admitted as attorneys at law, twenty were women.

Upward of fifty women are members of the American College of Surgeons.

(copied)



CHRISTMAS BOOK REVIEW

Each year we eagerly anticipate our Christmas Book Review and Mrs. Constance Mitchell never disappoints us.

This year, Mrs. Mitchell told us of a number of books suitable for Christmas gifts, the books one reads and then from time to time picks up and reads again. In closing, she told us a Christmas story which left us with a feeling of the true Christmas Spirit.

FELLOWSHIP LUNCHEON

A most interesting luncheon meeting was held in the Club rooms on December 13. The Lincoln School Choral, directed by Mrs. Beulah Hofstetter, sang several numbers. We greatly appreciate their efforts in coming to sing for us in a down-pour of rain. Due to the fine cooperation of the teachers who saw that transportation was provided, we were not disappointed. The children showed the results of the fine training given them by Mrs. Hofstetter.

Miss Mary Barmby, our own member, and Alameda County Librarian, told us of the work of that organization. Miss Barmby is the only woman holding a County office in Alameda County. Through the County Library, reading material is made available for the people of our county who live in the outlying districts and for the shut-ins in the various institutions. We were sorry there was not time enough to hear more about this interesting work.

Mrs. Marie Graves told us of the use she makes of the Independent Woman in her work. She not only uses the magazine for dictation work, but in that way affords the students to whom she dictates the opportunity to enjoy the fine articles appearing in our magazine.

CLUB LUNCH LUNCHEON, cont.

Mrs. Graves also told us of the History of Peck's College. They have an enviable record in the part they have played in the development of this fine community.

ANNUAL CHRISTMAS DINNER

A large group of club members, club husbands and friends gathered in the Ball Room of the hotel on Thursday, December 20, for our Annual Christmas Party.

The room was beautifully decorated and soon after all were seated, the members who were participating in the program, appeared in the costumes of the various nations, and slowly passed among the tables to their places at the head table where they made a most colorful effect.

Lovely instrumental music was furnished by a trio composed of Mrs. Thornton Wilson at the piano, her son, Allan at the cello and her daughter, Jeanette at the violin.

Mr. Raymond Timney, Tenor, of Palo Alto sang a number of selections.

Club members participating in the program were, Nellie Donohoe, Alice Kirkland, Anna Lignell, Meta Mohr, Alice Moore, Dr. Myrtle Poole, Rudolphine Radil, Josephine Swan Aite, Mrs. A. Steppan, Dr. Luella Stone Smager, Ann Elmsen and Matilda Wigger.

Community singing was led by Delena Randall accompanied by Lois Martin.

The afghan, donated to the Club by Mrs. Mortimer Smith, was won by Mr. Norton J. Morgan. The bag, donated by Jessie Scott, went to Hazel Bonnelykke, one of our Junior members. A new member of our club, Mrs. Kathryn Lambert, drew the pillow donated by Mary Campbell.

(continued on next page.)

CHRISTMAS PARTY (cont.)

Pals remembered each other with gifts, this time with their names signed. There was a great deal of merriment and joy over the discovery of the identity of the different pals.

To Mrs. Jane Patterson, for her efforts in arranging and planning this lovely program, we all extend our thanks.

STUDY GROUP

The study group met in the club room on Thursday, Dec. 13. Despite the hard rain, an enthusiastic group of members gathered together to discuss the Townsend Plan. The next meeting is planned for Jan. 10. There will be further discussion of the Townsend Plan, Unemployment Insurance and the bills to be taken up at the next Legislature.

PAL DRAWING

Since there was not an opportune time to have the drawing of Pals for the coming year at our Christmas Party, the names will be drawn at the club office. If you wish to draw your own, drop into the office any afternoon before Friday, January 4. On that date, they will be automatically drawn and mailed to you. Be sure to keep the card you receive as it is the only record you will get of the birthday of your Pal.

NEW MEMBER

Mary Elizabeth Warren
Owner and Director
Dickinson-Warren Secretarial
School, 2510 Bancroft Way
Berkeley Th. 1973

CHANGE OF ADDRESS

Daisy M. Briggs
Peralta Apartments
13th & Jackson
Telephone: Te. 2079

NEW BOOKS

The club received a lovely Christmas gift from Mr. and Mrs. Norton J. Morgan in the form of a new book for our library. They have given us "Forty Days of Musa Dagh" by Franz Werfel. You will remember Mrs. Mitchell referred to this book at the Christmas book review.

Dr. Swauger has also donated "The Challenge to Liberty" by Herbert Hoover. She had purchased a copy for herself and was fortunate enough to receive a personally autographed copy from Mr. Hoover so has passed her other copy on to us.

FROM OUR NATIONAL PRESIDENT

The following Christmas message was sent to you all by our National President, Geline MacDonald Bowman. "Through sincere and energetic effort to put into effect the ideals underlying our Ten Year Objective, let us work together to help bring to mankind that brotherhood of man which the Christmas Spirit symbolizes. During this happy season, I send to you my warm personal greetings,"

Jane Patterson wishes to thank everyone for the lovely cooperation she received for the Christmas party. Everyone responded to her requests so willingly and all helped to make the party a success.

BIOGRAPHY COLUMN

Our President, Freda Smith

Freda Smith was born right here in Oakland on 8th St. in the home owned by her grandfather. She comes from one of the pioneer families of Oakland. One of her grandfathers, Reverend J. T. Wills, D. D., came around the Horn in 1861. He was one of the early Circuit Riders, traveling from place to place, on horseback, officiating at the marriages and christenings of many of the pioneers who were making early California History.

Her other grandfather, Martin B. Smith, came from Iowa in 1875 and established a fuel and lumber yard wharf at the foot of 8th St. He built houses and loaned money for the financing of many of the early buildings.

Freda attended the Prescott School until the age of 12 when they left West Oakland to take up their residence at 35th and Telegraph where she attended Grant School. Then her parents moved to 49th St. and she went to the Temescal School. She finished her grammar school training at the Lincoln School. After she started in the business world, she continued her education by completing various courses at night school in both Oakland and Berkeley.

Freda began her career in Edwards Jewelry Store twenty-nine years ago. The growth of that business has been most interesting. At that time, it was a store of small stock spread over a large store space. Six months later the earthquake demolished the larger stores in the Bay Region. The following year marked the beginning of the phenomenal mushroom like growth of the business which suddenly developed into the large departmentalized Jewelry Store which it has remained.

Beginning as a stock girl, our Freda has worked through the various departments so that she has had thorough experience in all the different departments of the business.

Due to the fine cooperation and loyalty she has always received from the Club members in the thirteen years that she has been a member, she says she finds her club roster indispensable to the carrying on of her business.

Five years ago, she and her brother built a modern apartment house of sixteen apartments on Capp Street which they have been working very hard to put over.

Freda is always glad to see any of you at Edwards Jewelry Store, 1227 Broadway.

Editor's note: (If you do not send in your biography, you may be called upon by a "Herald News Reporter" requesting an interview.)

Jane Patterson brought this lovely thought to our Christmas party which we wish to pass on to all of you.

"There are Pals we meet as we
journey along
Who like ships that pass in the
night
We meet one day and they drift
away
Silently out of sight.

There are other Pals whom we
chance to meet
Who prove loyal and staunch and
true
Whom we leave with a sigh when
we say good-bye
Just such Pals are you!"



AMONG OURSELVES

Mary Barmby and her sister, Dr. Barmby, are planning a trip to Yosemite over New Years.

Mary Elizabeth Warren, one of our new members is also planning to spend a "white New Years" at Yosemite.

Mr. Fred Otis, husband of one of our Club members, Pauline Otis, and father of Faye Otis Buckley, is at Merritt Hospital. Mr. Otis was struck by an automobile at a street crossing and suffered severe injuries. We all wish him a speedy recovery.

We have all regretted hearing of the serious illness with pneumonia of Mrs. Saylor, mother of Ella Saylor Brooks, but are glad to state she is now improving.

Too late for the second page of the Herald came the news that our own Miss Elisabeth Sherman is to give the book review on January 24. Miss Sherman has not taken part in a book review for some time and we will all look forward to hearing her again.

"The heights by great men
reached and kept
Were not attained by sudden
flight
But they, while their com-
panions slept
Were toiling upward in the
night."

JUNIOR JOTTINGS

On account of the holidays intervening, business meeting will be postponed until February.

Bettye Sukk will advise you later regarding our January Social which will be held on January 15, 1935.

Members that remember Edity Mango, now Mrs. King, will be glad to know that she is now the proud mother of a daughter.

Rumor has got around that Marie Jollaine, one of our new members, has announced her engagement - if this is right - we wish Marie lots of luck and happiness.

Members who couldn't come to our Christmas party missed a nice time - and we are all set with new Pals for the new year. So don't forget to write your Pals.

HAPPY NEW YEAR

Catherine Molinari
Publicity Chairman

Foreman (to small son of work-
man who has met with an accident)

"When will your dad be fit to
work again?"

Boy: "Can't say for certain,
but it will be a long time."

Foreman: "What makes you
think that?"

Boy: "Compensation's set in!"





BUSINESS WOMEN'S HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR FEBRUARY, 1935

JOINT SERVICE CLUB LUNCHEON

Thursday, February 7, Ivory Court, Hotel Oakland - 12:15 P. M. 70¢
MR. WARREN ATHERTON, member of the Board of Prison Terms
and Paroles will participate in the program.
We would like to have a 100% attendance at this meeting.

STUDY GROUP

Thursday, February 7, Hotel Leamington, 8:00 P. M.
Discussion of State and Federal Budgets, Relief and Security
Bills. Chairman: DeEtte Spangler

INFORMAL SUPPER AND VALENTINE PARTY

Thursday, February 14, 6:30 P. M. 177 Ridgeway Ave. 50¢
Mrs. Iva W. Havlin has kindly invited us to her home for
this meeting. Supper, cards and visiting.
Chairman: Amy Erickson Bring your friends!

BRIDGE TEA AND SPRING FASHION SHOW

Saturday, February 23, 2:30 P. M. 50¢
Capwell, Sullivan and Furth Auditorium - 5th Floor
Ticket Chairman: Dr. Myrtle Poole. Prizes and refreshments!

PUBLIC RELATIONS DINNER

Thursday, February 28, 7:00 P. M. Hotel Leamington 85¢
Greetings by DR. W. J. McCRACKEN, MAYOR OF THE CITY OF OAKLAND
SUPERVISOR, W. J. HAMILTON, will speak on the Low Level
Tunnel and the New Court House.
MR. JOSEPH M. PARKER, Secretary of the Chamber of Commerce
will speak on "Looking into the Future."
MR. WALTER G. SWANSON, Administrative Assistant to Chief
Engineer, Leo Purcell, will tell us of the Bay Bridge.
MRS. EDITH BRYDON, of Berkeley, will play varied selections
on the Marimba.
Chairman: Mary Barmby.



OFFICERS

President	Freda Smith
Vice Pres.	Marion Dougherty
Rec. Sec.	Effie Barnes
Cor. Sec.	Blanche Walsh
Auditor	DeEtte Spangler
Treas.	Lea Brunquist

DIRECTORS

Ella McGilvery	
Mabel Little	
Lydia White	
Ella Flynn	
Alice Irwin	
Amy Kirkendall	
Mrs. Sarah J. Shoolery	
Executive Secretary	
Hotel Leamington	Te. 0462

JUNIOR SECTION

Kathleen Bugler	President
Anna Lignell	Advisor

BIOGRAPHY COLUMN

Our club member, MAY M. SCHULER, was born in Wahpeton, North Dakota, in the wheat belt of the "Red River of the North" where she attended grammar and high school and passed a happy childhood and girlhood. She liked to "do dramatics," dance, skate, row and be out-of-doors generally though she was a confirmed "bookworm" and liked to play the piano. In fact, she liked to participate in all the wholesome fun of the times (and still does.)

Two years at Carleton College in Northfield, Minnesota, passed all too quickly, but the far West beckoned as her family was moving to Reno, Nevada, her father having been awarded the new P. O. contract there.

Then followed two years at the University of Nevada at Reno where she secured her B. A. For a time she taught in the County High School at Elko Nevada and during this time she studied one summer at the University of Chicago. Then she was afflicted with the "Wanderlust" so she

struck off across the continent enjoying the beauties of our "Own United States". At New York City, she embarked for Europe with a group in charge of Professor Chas. Stumberg of the University of Louisians. She left the group in Germany to remain and study at the University of Berlin.

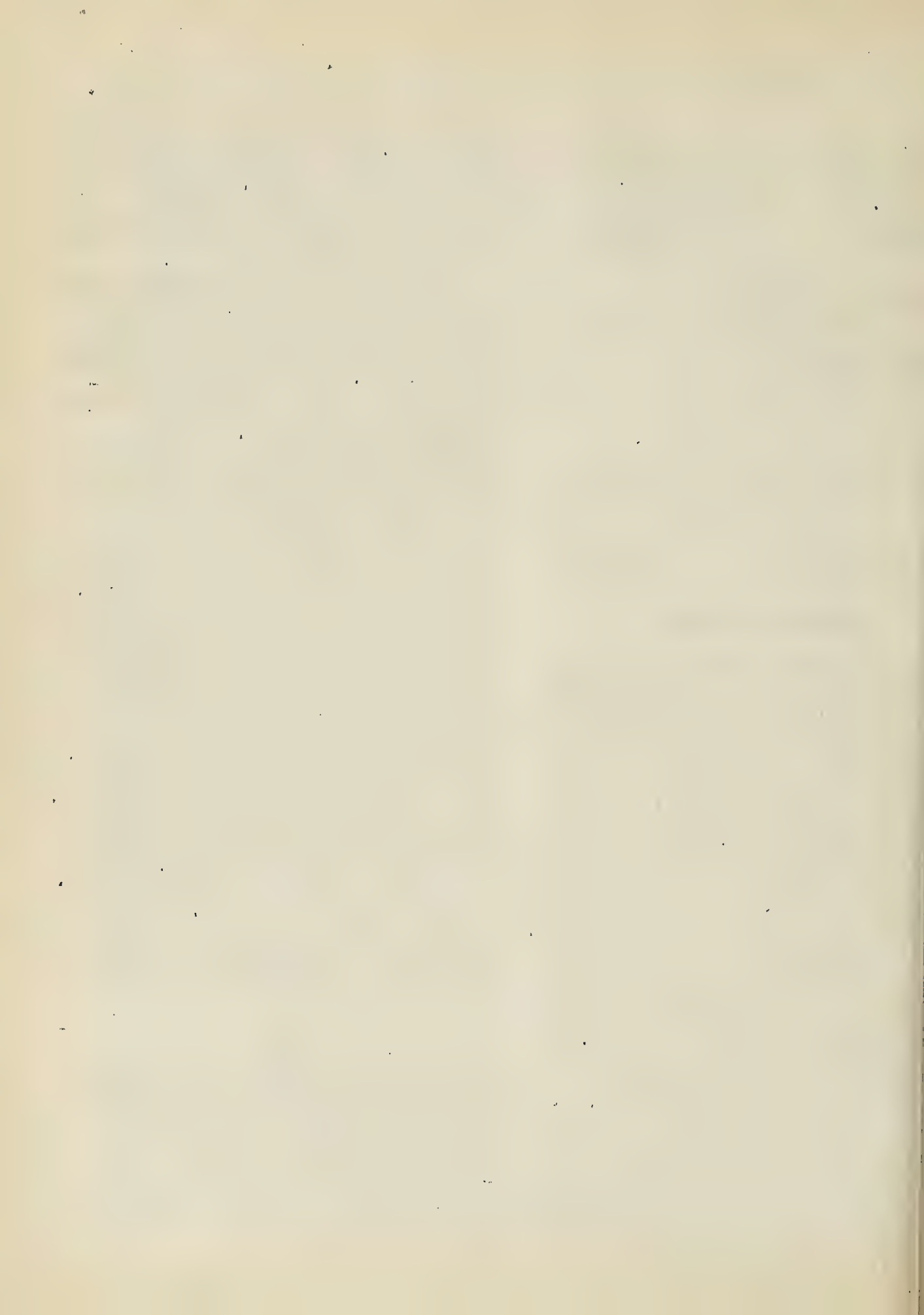
On her way home to Santa Barbara, where the Schuler family was now living, she stopped to visit a friend in Salt Lake City. Again the course of her life was changed for she met a young woman there who told her of a fascinating new shorthand machine called the "Stenotype." Later she enrolled at the Los Angeles Business College taking Stenotypy, typewriting and allied branches.

During the War, she took a United States Civil Service examination and finally landed in the U. S. Reclamation Service at Orland, Calif. It was a delightful experience, but once more May got the "Wanderlust" and joined her parents who were now in Oakland.

She secured a secretarial position with an Oakland firm which she kept for some time and then resigned expecting to tour the country. However, her plans were changed and she took advantage of a public stenographic opening in the Dalziel Building, 532 - 15th Street, where she still is and will be glad to serve you. She is prepared to render stenographic work in all its branches and is a notary as well. The address is Room 529, Dalziel Bldg. Telephone: La. 3509.

BOOKS

The book entitled, "Keeping Young in Business" by E. B. Weiss and Louis Snyder, which was requested by several of our members, has been purchased and is now in the Club Library. A waiting list is being made so if you wish to read it soon, be sure to get your name on the list.



FEBRUARY LUNCHEON

For our February luncheon, we will meet with all the local Service Clubs for the Annual Community Chest Cooperation luncheon. Hermine Kruger is serving as our Community Chest representative. Mary Barmby and Bird Wilson are also on this committee. At the luncheon meeting, Mr. Warren Atherton, member of the Board of Prison Terms and Paroles who was recently kidnapped by escaping San Quentin prisoners, is to be one of the speakers.

BRIDGE TEA AND SPRING FASHION SHOW

On Saturday afternoon, Feb. 23, we are to hold a bridge tea and Spring Fashion Show at the Capwell, Sullivan and Furth Auditorium at 2:30 P. M.

Marion Dougherty, Blanche Walsh and Lydia White are in charge of arrangements.

Dr. Myrtle Poole is chairman of the ticket committee. Serving with her are Carrie Hall, Elsie Beaumont, Georgia Maiden, Daisy Briggs, Zola McVicar, Ann Clevenger, Esther Goodwin, Maud Mitchell, Carrie Kennedy and Alice Irwin.

Mary Campbell is in charge of the prizes. Trappings for prizes have been donated by I. Magnin and Co.

Hostesses will be DeEtte Spangler, Anna Lignell, Myrtle Parrish, Lea Brunquist, Mary Barmby, Teresina Morgan, Zola McVicar, Esther Goodwin, Ella Davis, Susanne Chalmers, Marion Dougherty and Elisabeth Sherman.

PUBLIC RELATIONS DINNER

On Thursday, Feb. 23, we will hold our Public Relations Dinner. Honored guests will include our Mayor, Dr. W. J. McCracken. Supervisor, W. J. Hamilton, will speak on the Low Level Tunnel and the New Court House. Mr. Joseph M. Parker, Secretary of the Chamber of Commerce, will speak on "Looking into the Future." Walter G. Swanson, Administrative Assistant to Chief Engineer, Leo Purcell, will tell us of the Bay Bridge. Mrs. Edith Brydon of Berkeley is to play varied selections on the Marimba. We know you will all want to attend this interesting program. Miss Mary Barmby is Chairman of Public Relations and has arranged the program for us.

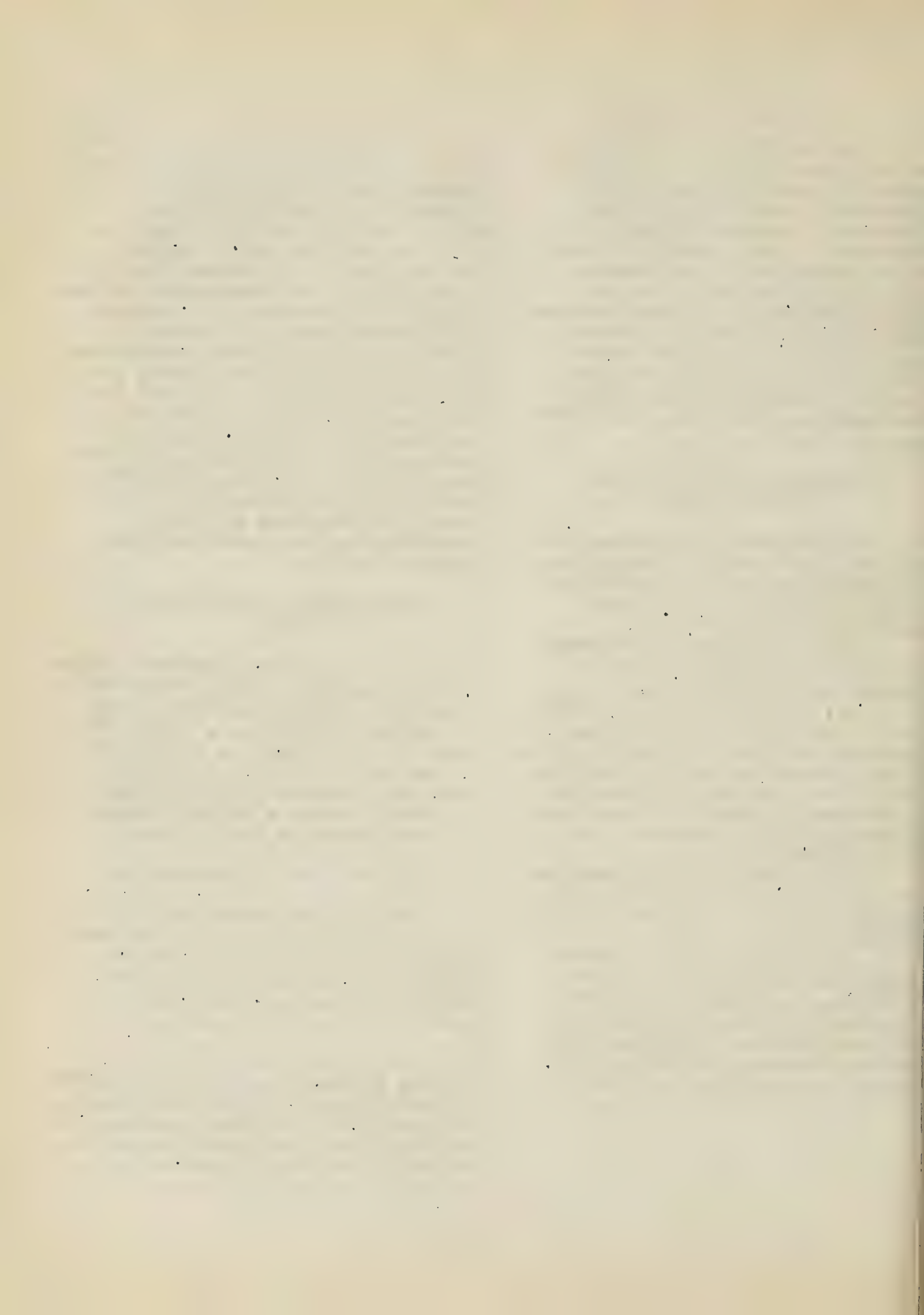
INTERNATIONAL RELATIONS DINNERS

- Feb. 11 - San Jose - Sainte Claire Hotel - 6:45 P. M. Price 85¢
- Feb. 15 - Richmond - Hotel Carquinez - 6:30 P. M. Price 75¢
- Feb. 21 - Livermore - Palace Hotel - 7:00 P. M. Price 67¢
- Feb. 26 - Hayward Public Relations Dinner - Colony Club - Crow Canyon - 7:00 P. M.

SAN FRANCISCO INSTALLATION

The San Francisco B. P. W. C. will hold their Installation Banquet at the Sir Francis Drake Hotel on Saturday evening, Feb. 16 at 7:00 P. M. Reservations must be made by Feb. 14th.

Our Club members are cordially invited to all of the above listed dinners. Make your reservations with Mrs. Shoolery as soon as possible. Complete program information on these dinners is available at the Club Room.



A SECRET TO SHARE

Wintry the winds blow, and, leaden
the sky;
Wild calls of warning from geese
flying high:
Sodden the ground where the dead
leaves lie.
'Tis a world of chill and gloom.
Flakes of soft snow whirl through
the air;
Spectral trees wave their branches
bare;
Winter is dominant everywhere.
But, list!-the acacias are
budded to bloom!

Telling of soft golden feathery
balls
With perfume that ever the senses
enthralls;
That Spring with its wonder that
always appals
Is near when the acacias bud
to bloom.
So be patient a brief while, and
watch for the rift
In the clouds where the sun breaks
through, and swift
As a bird to its nest comes the
heart's uplift-
The acacias are budded to bloom!
Bird M. Wilson
(copied from the Oakland Tribune)

JANUARY LUNCHEON

At the January luncheon, the regular quarterly business meeting was held. After the business was disposed of, Dr. Myrtle Poole gave a most interesting talk on the subject, "A New Member Looks at the Magazine, The Independent Woman." We are glad to get the various viewpoints of our members on the magazine and the magazine committee would appreciate notes from the members commenting on "The Independent Woman."

CARD PARTY

On Thursday, Jan. 17, eighty club members and friends gathered together at the home of Dr. L. S. Swauger for a card party. Bridge was played and late in the evening, refreshments were served. We ex-

tend our thanks to the committee, headed by Lola Stephens and to Dr. Swauger for giving us this good time.

BOOK REVIEW

Miss Elisabeth Sherman, one of our loyal club members, entertained us by reviewing several books at the Wold Book Shop, on Jan. 24. She made us all want to read "How Like an Angel" by A. G. McDonell. We will not have a book review in February, but will be looking forward to the one planned in March, when one of our Club Husbands, Mr. Morgan, is to give the review.

BAY DISTRICT MEETING

Some of our members were able to attend the Bay District Meeting in Watsonville in Jan. The various meetings were both instructive and interesting. There was considerable discussion of the subject "What must a woman do to adjust herself to loss of employment and what the local B. P. W. C. can do to help its members solve this problem.

A number of our members also attended the Public Relations dinner at the San Leandro Club on Tues. Jan. 29. Those who were able to attend found it an enjoyable and interesting meeting.

LEGISLATIVE DINNER

As the Herald is ready for the mail, we are looking forward to the interesting Legislative dinner which Bird Wilson has arranged for us. We are to hear from Miss Margaret Torreyson, Attorney and Legislative Chairman of the Bay District. Mrs. Anna G. Law is also to speak for us and Mr. Homer Buckley will give us more legislative information. Reservations for this dinner have been made by many members of the various B. P. W. C. Clubs in nearby cities.

NEW MEMBERS

Mrs. Lenora Estell Herman
Supervisor
Don Lux Academy, S. F.
Res. 152 - 9th St. Apt. 9
Telephone: Te. 9785

Mrs. Jennie M. Selleck
Teacher
Central Trade School
Res. 3378 - 62nd Ave.
Telephone: Tr. 6277

Resignations

Mrs. Ethel Preshier
Miss Rose Buzzalino

FOOD FOR THOUGHT

The following were quoted by Dr. Lynn Townsend White, of the San Francisco Theological Seminary recently from the pulpit of the Northbrae Community Church in Berkeley.

"It is a gloomy moment in History. Not for many years - not in the lifetime of most men who read this paper - has there been so much grave and deep apprehension; never has the future seemed so incalculable as at this time. In our own country there is universal commercial prostration and panic and thousands of our poorest fellow-citizens are turned out against the approaching winter without employment and without the prospect of it.

"In France the political cauldron seethes and bubbles with uncertainty; Russia hangs as usual, like a cloud, dark and silent upon the horizon of Europe; while all the energies, resources and influences of the British Empire are sorely tried, and are yet to be more sorely tried, in coping with the vast and deadly Indian insurrection, and with its disturbed relations with China.

It is a solemn moment, and no man can feel an indifference (which happily, no man pretends to feel) in the issue of events.

"Of our own troubles no man can see the end. They are as yet mainly commercial; and if we are only to lose money, and by painful poverty to be taught wisdom, sympathy and charity, no man need seriously to despair. And yet the very haste to be rich, which is the occasion of this widespread calamity, has also tended to destroy the moral forces with which we are to resist and subdue the calamity."

From Harper's Weekly of Oct. 10, 1857 (77 years ago)
The following are from a recent issue of the New York Times, date not given:

"At the beginning of the 19th century, Wilberforce said: 'I dare not marry, the future is so dark and unsettled.'"

"In 1849 (85 years ago) Disraeli said: 'In industry, commerce and agriculture, there is no hope.'"

"In 1851 (83 years ago) the Duke of Wellington, on the eve of his death, thanked God he would be spared from seeing the consummation of ruin that is gathering around us."

"In 1921 (13 years ago), Bertrand Russell declared: 'In ten years Europe is sure to be a piffling, unregarded continent.'"

These were all quoted by Rabbi Abraham Feldman in the Christian Century Pulpit, June, 1934.

In using these prophecies, Dr. White added:

"Everyone of them wrong!

"And why?

"Because he had not eyes to see beyond the moment in which he was thinking. He referred to the prayer of St. Paul for the Ephesians (1:18) that "the eyes of their understanding" might be "enlightened" and he raised his voice in protest against the easy assumption that "a pessimist is ipso facto a prophet while an optimist is ipso facto merely a visionary."

AMONG OURSELVES

Mrs. Alice Irwin and Rhobie spent New Years with Mrs. Irwin's brother in San Jose.

Mrs. Kathryn Lambert took a trip to Los Angeles during the latter part of December.

Miss Lea Brunquist has been spending a few weeks in and around Pasadena. A letter from her sends greetings to the Club members and says she is having a fine rest.

Miss Jessie Scott took a trip south after Christmas to Redlands and Palm Springs.

Lola Stephens is sailing on February 2 on the West Camargo bound for Brazil. They will go thru the Panama Canal to Porto Rico where they will remain five days; thence to Trinidad, stopping two days. From there they will go down the Brazilian Coast, stopping at various ports. Lola says she is not a good sailor, but knowing her as we do, we feel sure she will reach her destination in good spirits. A letter will reach her at any time in care of the American Consulate at Rio de Janeiro. Incidentally, the postage on letters to Rio is 5¢. She has friends there who are looking forward eagerly to greet her on her arrival.

Daisy Miles Vose has gone to her ranch in Yolo County, to be near her mother who is very ill. We all wish her a speedy recovery.

PAL PERSONALS

Dear Pal:

I want you to know how much I have enjoyed the lovely rose buds which came so unexpectedly on my birthday. Although it is a week since I received them, they are still doing duty as full bloomed glorious roses.

Many, many thanks.

Nellie G. Donohoe

JUNIOR JOTTINGS

Business meeting:-

First meeting of the new year to be held Feb. 5, 1935, at our Club Rooms. Be sure to come for our President has some very important subjects to be brought before the members on that date.

Social:-

Our social will be held on Feb. 19th, this date is tentative.

Bettye Sukk, our Social Chairman, will give you full details at a later date.

Miss Freda Smith, the Senior President has kindly offered to let the Juniors have the use of her home for the February Social. Let's have a big party and let Miss Smith see we appreciate her doing this for us.

We had a lovely time at our Kid's Party given at our President's home, Jan. 22. There were games and nourishment for the youngsters as well as suckers and whistles.

A little mystery arose - Just ask Hazel if she is still waiting for the cheese sandwich to return.

The Juniors welcome our two new members, Miss Joan Adamson and Mrs. Florence Edmonds Buxton. We do hope that they will enjoy their affiliation with our club.

Let's do our part to make the Fashion Show Bridge Tea of the Seniors a success - Saturday afternoon, Feb. 23, - the details appear elsewhere in the Herald and we will discuss it further at our business meeting, February 5.

Catherine Molinari
Publicity Chairman



BUSINESS WOMEN'S HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR APRIL, 1935

LUNCHEON

Thursday, March 7. Hotel Leamington 12:15 P. M.

60¢

MISS MARGARET WILLIAMSON, member of the New York League of Business and Professional Women and staff member of the National Board of the Young Women's Christian Association will be here to talk informally with us and get acquainted with the members of our Oakland Club.

Chairman: ALICE MOORE Election of the nominating committee.

STUDY GROUP

Thursday, March 7. Hotel Leamington 8:00 P. M. Subject: Unemployment Bills before the Legislature. Chairman: DEETTE SPANGLER

BOOK REVIEW

Thursday, March 14. Hotel Leamington 8:00 P. M.

MR. NORTON J. MORGAN will review some books for us.

Chairman: ELINOR BOYLE NICHOLS

BUSINESS WOMEN'S WEEK

Sunday, March 17. Tea given by the Berkeley B. P. W. C.

Berkeley Women's City Club 3:00 to 5:00 P. M.

Sunday, March 17. 7:30 P. M. We are invited to attend the First Presbyterian Church, Chestnut & Santa Clara, Alameda.

Other weekly activities mentioned on next page.

Particulars of Joint Bay District Dinner Meeting will be given by post card as soon as program is definitely completed.

GET ACQUAINTED LUNCHEON

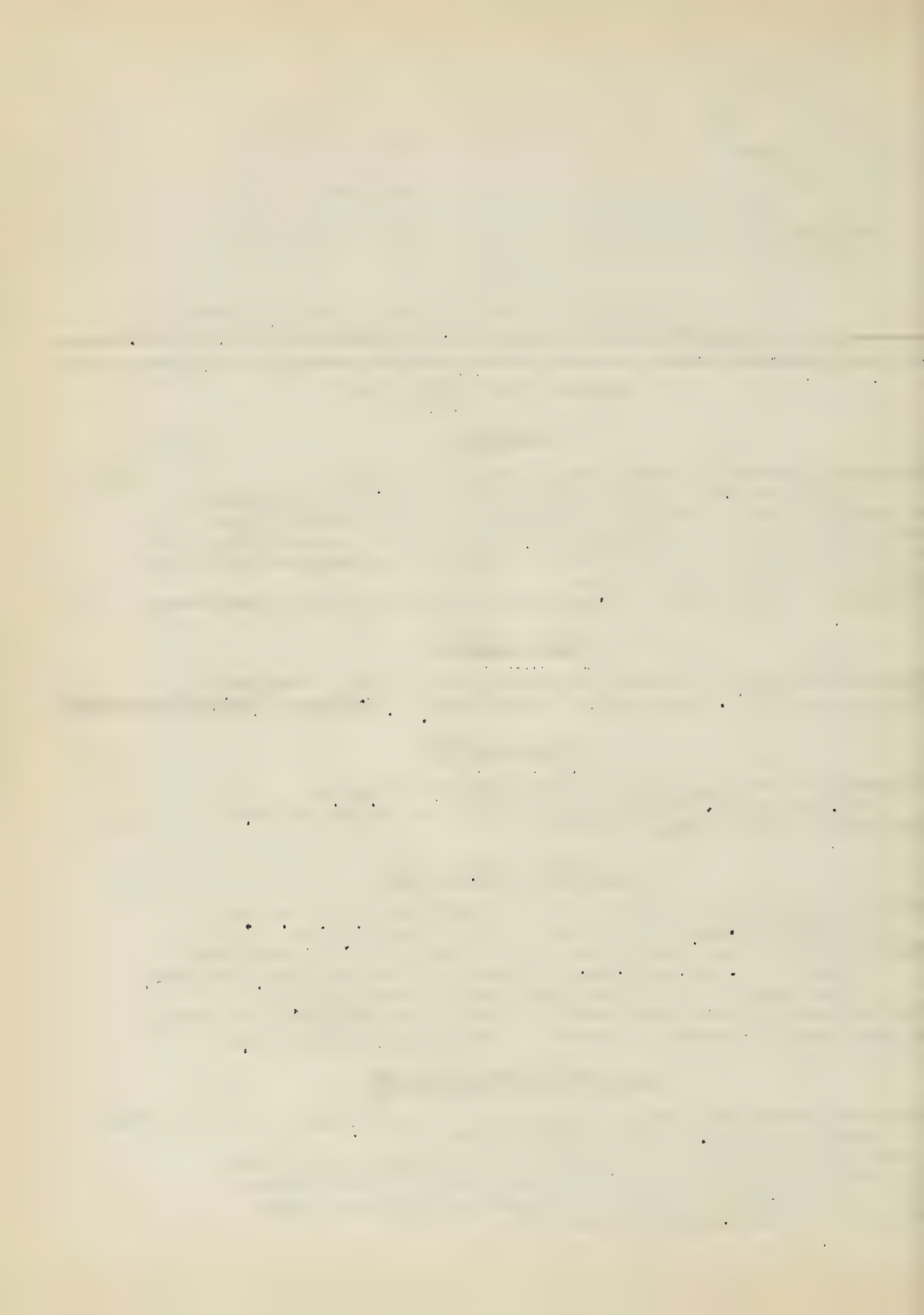
Thursday, March 28. Hotel Leamington 12:15 P. M.

60¢

Response to Roll Call "My Hobby"

Let's find out what else we like to do in our spare time besides our regular work. Just an hour of comradeship, fun and pleasure. Report of the nominating committee.

Chairman: ELLA SAYLOR BROOKS



OFFICERS

President	Freda Smith
Vice Pres.	Marion Dougherty
Rec. Sec.	Effie Barnes
Cor. Sec.	Blanche Walsh
Auditor	DeEtte Spangler
Treas.	Lea Brunquist

DIRECTORS

Ella McGilvery	
Mabel Little	
Lydia White	
Ella Flynn	
Alice Irwin	
Amy Kirkendall	

Mrs. Sarah J. Shoolery	
Executive Secretary	
Hotel Leamington	Te. 0462

JUNIOR SECTION

Kathlenn Bugler	President
Anna Lignell	Advisor

LUNCHEON, March 7.

We hope to have a fine attendance at our luncheon meeting on March 7, when we will have the opportunity of meeting Miss Margaret Williamson, staff member of the National Board of the Young Women's Christian Association and a member of the New York League of Business and Professional Women. Miss Frances Cummings, one of our own staff members at the National headquarters is acquainted with Miss Williamson and knows that we are going to enjoy meeting her. At this meeting, we will also have the pleasure of meeting Miss Sandlin, the new General Secretary of the Oakland Y. W. C. A.

BOOK REVIEW

We know from past experience that we have a pleasant evening ahead when we tell our club members that Mr. Norton J. Morgan is arranging a book review for us. Hotel Leamington - March 14.

GET ACQUAINTED LUNCHEON

We are just going to have a happy good time at our luncheon meeting on Thursday, March 28. Most of us have "hobbys" so let's tell about them. Maybe several of you have the same "hobby" and could have a grand time talking about it to each other. We're going to devote this entire meeting to just being "chummy" with each other.

BUSINESS WOMEN'S WEEK

Plans are going forward for the eighth annual celebration of Business Women's Week under the able guidance of Elsie Wood, Ella Saylor Brooks, Josephine Holly, Nellie Donohoe, Jessie Scott and Helen Ingham.

Watch for window displays in the various stores, newspaper publicity and Radio programs. On Tuesday afternoon, March 19, Mrs. Geline MacDonald Bowman, national president will address Federation women in the Woman's Radio Review of the National Broadcasting Company. This broadcast will be at 4:30 P. M. Eastern Standard Time.

As in past years, a number of our members have accepted invitations to speak for various school Assemblies.

The week will open with a Tea given by the Berkeley Club on Sunday afternoon at the Berkeley Women's City Club from 3:00 to 5:00 P. M.

On Sunday evening, members of Business and Professional Women's Clubs have been invited to attend the First Presbyterian Church in Alameda.

On Wednesday, Whitthorne and Swan will celebrate Women's Day. Our Mrs. Holly will be Store Superintendent. She invites you all to visit the store that day and see how women manage a large department store.

LEGISLATIVE DINNER

Too late for comment in the last Herald, came our legislative dinner arranged by Bird Wilson. We all felt that this program was one of the outstanding events of our Club Year. Miss Margaret Torreyson, Attorney of San Francisco, Bay District Legislative Chairman, and newly installed President of the San Francisco Club, gave us the viewpoint of the National Federation on legislative matters. Mrs. Anna G. Law who has been prominent in legislative work in the East Bay and has done outstanding work for women along this line, gave us splendid information about what was being done at the present time. Mr. Homer Buckley told us of the bills presented to this legislature. We were pleased to have present members of various nearby clubs, Alameda, Berkeley, Richmond, San Leandro, and the Women's Legislative Club of Oakland.

The Pacific Zone Conference of the Federation for the Hard of Hearing meets at the Hotel Leamington, April 16-17. A lip reading tournament, and exhibit of antiquated and modern hearing aids, and a Hobby Show will interest the curious.

Addresses, followed by discussion from the floor on legislation for the handicapped will be given. You are cordially invited to attend.

It is of interest to learn that the hard of hearing are the first handicapped group in the history of the world to organize for their own amelioration, but they need your interest and cooperation. It is hoped that Warner Brothers will present George Arliss lip-reading play "The Man Who Played God" just before the conference.

AMONG OURSELVES

Mr. and Mrs. Norton J. Morgan have been away on a business trip to Los Angeles.

Ella Saylor Brooks is planning a two weeks trip to the South the early part of this month.

Daisy Miles Vose underwent a serious operation in Sacramento early this past month, but we are glad to say she is now at home on her ranch in Yolo County.

Cards from Lola Stephens tell that she is enjoying her trip to Brazil. Mail will reach her addressed care of the American Consulate at Rio de Janeiro.

Our sympathy is extended to Alice Irwin in the loss of her sister this past month.

The mother of Mrs. Katherine Freitas has been seriously ill for the past month and we all wish her a speedy recovery.

We have missed Mrs. Randall at our meetings the past two months. Her husband has been seriously ill, but we are glad to say is now improving.

PAL PERSONALS

To my Pal:

It has been a long long time since I have been so thrilled over a valentine. It would be hard to find one more beautiful than the one that came from you to me.

Thank you, Pal 'o Mine.

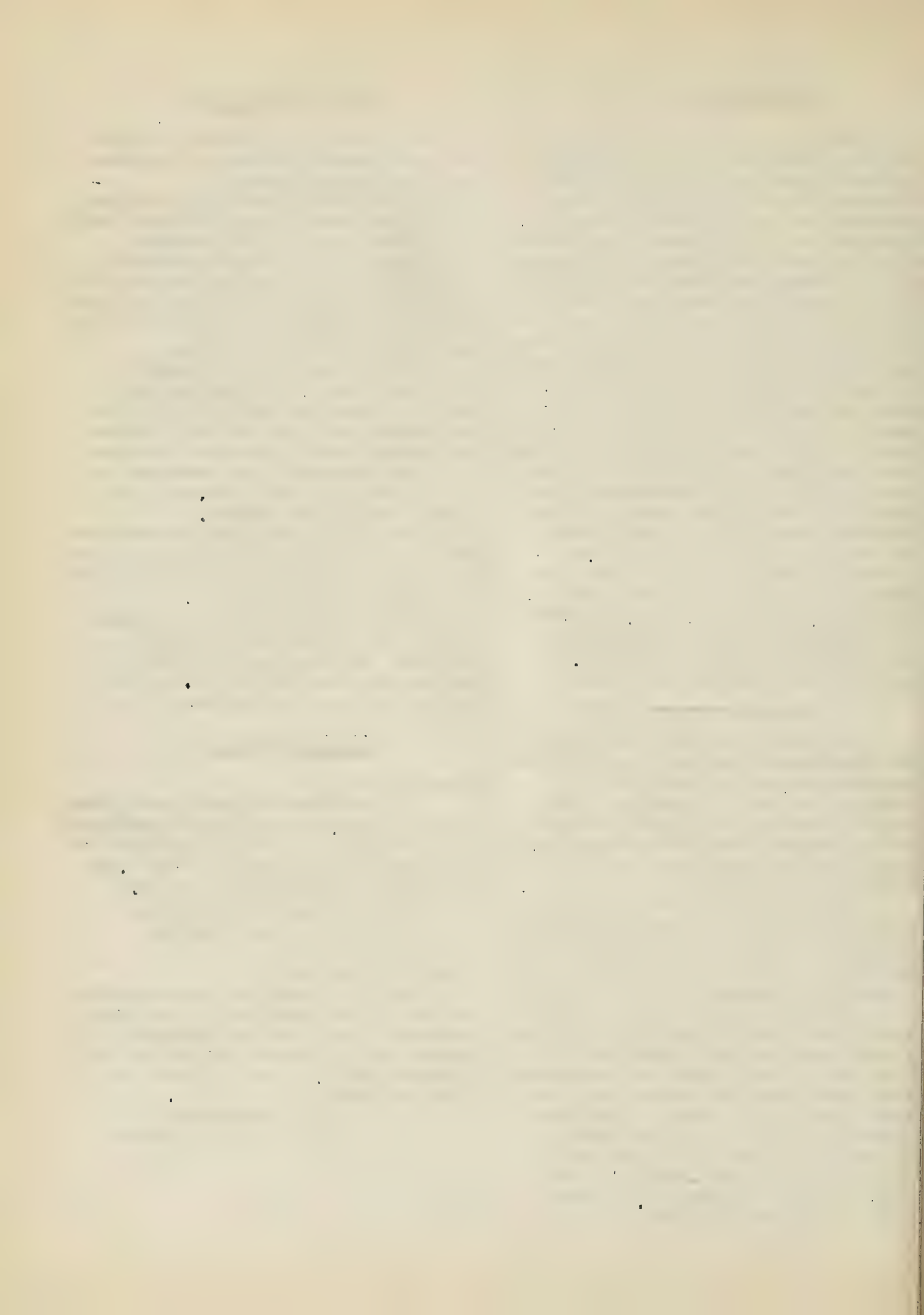
Mary Barmby

Dear Unknown Pal:

Until I have the opportunity to thank you personally for the Birthday Greeting so beautifully expressed in those lovely Spring flowers, this little "thank you" must suffice.

Sincerely,

Nell Wishart



JOINT SERVICE CLUB COMMUNITY CHEST LUNCHEON

A representative group of club members attended the joint service club luncheon at the Hotel Oakland on Feb. 7. Both Mr. Warren Atherton, and Rabbi Stern made splendid talks. They showed us how vital is the need for character-building work among the boys and girls who are reached by the agencies of the community chest. It is much cheaper even when figured only in dollars and cents to prevent delinquency than it is to maintain houses of correction and prisons. This year the Chest needs 25% increase over last year in order to efficiently carry out their program of relief and guidance.

We are proud to pass on to you that after the luncheon, we were told that we came closer to keeping our reservations than any Service Club participating. Let's keep up this good record.

STUDY GROUP

The study group enjoyed a most interesting meeting on Feb. 7, with the main topics of discussion being relief and security bills. The meeting for March will be on the evening of March 7. Come and give your ideas on the subjects under discussion!

VALENTINE INFORMAL

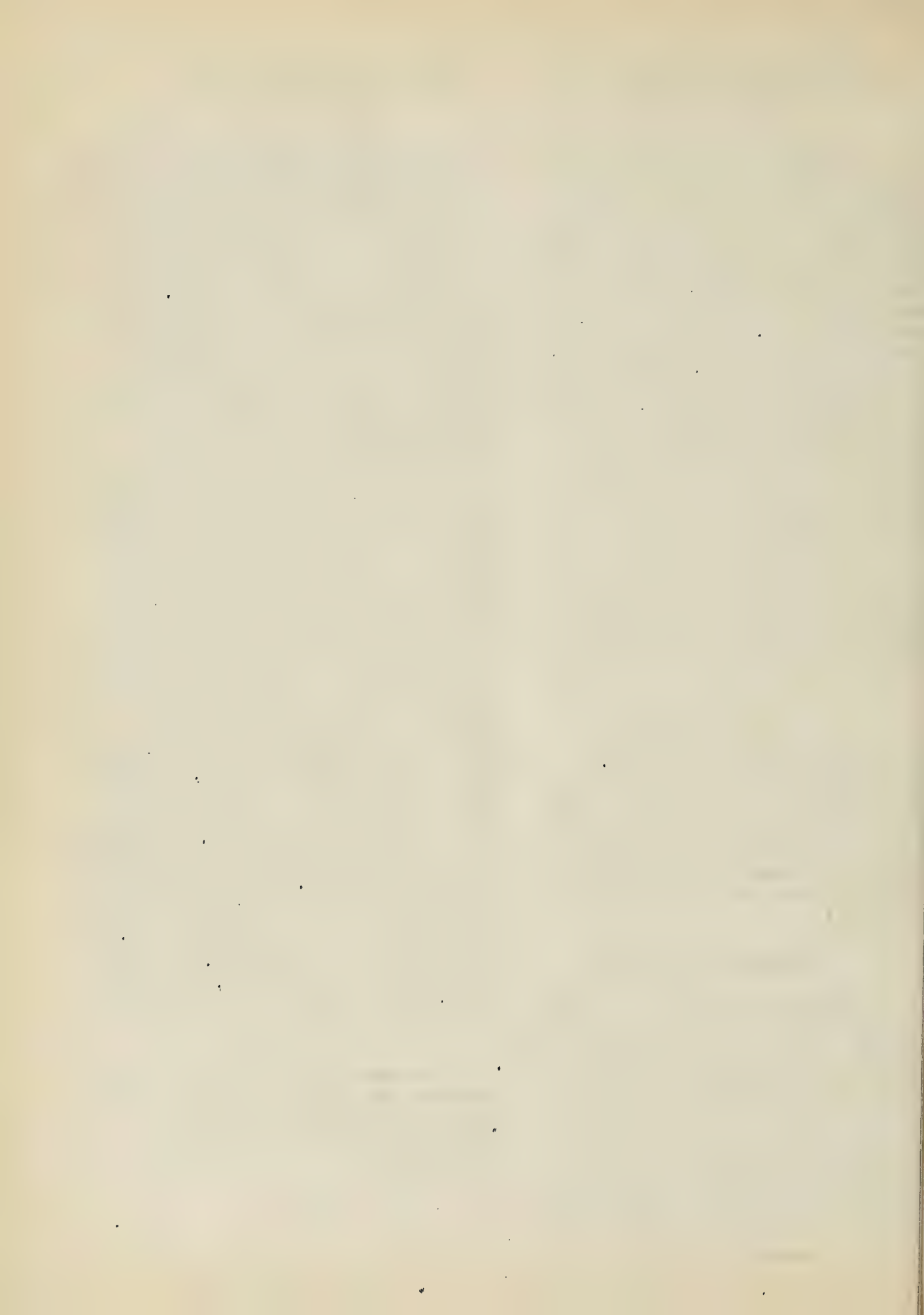
Fifty members and friends of the Club enjoyed an informal supper and card party at the home of Mrs. Iva Havlin on Thursday, Feb. 14. Everyone had a good time and many took home door prizes. We all extend thanks to those who donated the door prizes, to Mrs. Havlin for letting us use her lovely home and to Amy Erickson and her committee for their efforts.

BRIDGE TEA AND SPRING FASHION SHOW

A large group enjoyed the bridge tea and spring fashion show held at the Capwell, Sullivan and Furth Auditorium on Sat., Feb. 23.

At this time, we wish to extend thanks to those who worked so hard to make this party a success: to the general committee; Marion Dougherty, Blanche Walsh, and Lydia White: to those who so gladly took care of the sale of tickets; Dr. Myrtle Poole, Carrie Kennedy, Alice Irwin, Elsie Beaumont, Carrie Hall, Georgia Maiden, Daisy Briggs, Ann Clevenger, Esther Goodwin, and Blanche Walsh: to those who donated door prizes; Lydia White, Mabel Little, Elsie Beaumont, Jennie Selleck, Blanche Walsh, Carrie Kennedy, Mary Campbell, Teresina Morgan, The Wold Book Shop, The Yellow Lantern, Capwell, Sullivan and Furth: to those who donated table prizes; Elsie Wood, Alice Irwin, Mary Campbell, Marie Graves, Mary Johnson, Blanche Walsh, Ann Clevenger, Lydia White, Jennie Selleck, Lea Brunquist, Elsie Beaumont, Marion Dougherty, Effie Barnes, Dr. Swauger, Freda Smith and the Juniors: to I. Magnin and Co. for the wrappings for the prizes: and to hostess committee; DeEtte Spangler, Anna Lignell, Myrtle Parrish, Lea Brunquist, Mary Barmby, Esther Goodwin, Susanne Chalmers, Marion Dougherty, Elisabeth Sherman and May Hatchford: also to The Truman Co. for the cards, to the Oakland Crematorium and Columbarium for score pads and to The Albert Brown Co. for tallies.

Another new book has been donated to our club library by The Wold Book Shop. It is "Adam's Daughter" by Wells Wells. It is a book we will all enjoy reading.



PLANS FOR SEATTLE

Better be planning for the Biennial Convention of the National Federation to be held in Seattle, Washington, July 14-20. Why not make your vacation trip this summer coincide with these dates and enjoy the convention?

Full details will be given later, but now is the time to make your plans and begin to save your pennies.

INTERNATIONAL TOUR

For those of you who are planning extended vacations, several interesting trips are offered. One tour will follow the Biennial Convention to the Orient. They will sail from Seattle on July 20, going to Japan and China, and including either the Hawaiian Islands or the Phillipines. They will visit Shanghai, Peiping and Hong-kong, also, Tokio, Kyoto and Yokohama, with many side trips in both China and Japan. The tour will take about six weeks, the women returning to this country on September 3.

ALASKA BECKONS

For eleven days after the convention program all are invited to enjoy the thrills which come with a trip to the Land of the Midnight Sun!

The cruise will be from Seattle to Ketchikan and along the calm waters of picturesque Inside Passage on to Wrangell, Petersburg, Taku Glacier, Juneau and Skagway. The return to Seattle will be made by August 4. The fares will be \$85 first class for all "C" Deck accommodations and the balance taking the \$94 rate. All fares include berth and meals for the round trip.

A courtesy side-trip to Mendenhall Glacier and Auk Lake, 28 miles by automobile, has been planned by the Juneau Business

and Professional Women's Club.

Full particulars are posted on the bulletin board in the Club room.

NEWS OF WOMEN

The Presidency and Vice Presidency are the only high government offices in the United States that have not already been accorded women since they became voting citizens fourteen years ago.

Pennsylvania has four women registered with the state board of examiners of architects.

Twenty-eight federal relief camps for women were maintained thruout the United States during the last summer. Here they made their own clothes, built up their health, and educated themselves.

(copied)

THREE THINGS

Three things to govern - temper, tongue and conduct.

Three things to cultivate - courage, affection and gentleness.

Three things to commend - thrift, industry and promptness.

Three things to despise - cruelty, arrogance and ingratitude.

Three things to wish for - health, friends and contentment.

Three things to admire - dignity, gracefulness and honesty.

Three things to give - aid to the needy, comfort to the sad and appreciation to the worthy.

-Pacific Woodman

SAN FRANCISCO INSTALLATION

Dr. Swauger, DeEtte Spangler, and Iva Havlin attended the San Francisco Installation at the Sir Frances Drake Hotel on Sat. evening February 16. They all enjoyed the program immensely and were much impressed by the friendly hospitality they received.

PUBLIC RELATIONS DINNER

The theme of our Public Relations Dinner arranged by Mary Barmby and her committee, Susanne Chalmers and Emilie Bruhns, was "Opportunity" which is the slogan this year for Business Women's Week. We, in the East Bay, have many projects now in the building which will lead to greater opportunity.

Our Mayor, Dr. W. M. McCracken, told us of some of the problems which are presented to a Mayor, both the humorous and the serious. He also stressed the point of the people using their right to vote and by so doing electing men and women to office who really represent the voice of the people.

Mr. Joseph Parker, Secretary of the Chamber of Commerce spoke on "Looking Into The Future", and told of some of the interesting business developments in the East Bay. The information on the Floral Industry was extremely interesting.

Mr. W. J. Hamilton, County Supervisor, told us of the work being done on the Low Level Tunnel and the New Court House and explained to us how the money to do this work was secured.

Mr. Walter G. Swanson who is the Administrative Assistant to C. H. Purcell, Chief Engineer, gave a most interesting talk and showed pictures of the work which has been done on the Bay Bridge.

Each of these projects mean "Opportunity" for the people of the Bay District.

Mrs. Edith Brydon of Berkeley, gave us a lovely musical treat and played varied selections on the Marimba.

It was truly a most enjoyable evening.

BIOGRAPHY COLUMN

Once upon a time years and years and years ago (so Miss Matilda Wigger told the Herald Editor), in the Hoosier State of Indiana, midst the bursting, thundering flashes of sky rockets and fire crackers, there was ushered into this world one Fourth of July morning, a five pound baby girl. She says there were three errors made at the time of her birth. First, coming on such a celebrated day, Second, she was born too long ago and too far away for Dr. Swauger to be on duty, and Third, they named her Matilda.

In spite of these handicaps, including the fact that she was the last of four others, she grew and grew. Her childhood was spent on the old Wigger homestead two miles west of Union City, Indiana where her great grandfather had settled when he came from Germany. Her mother, half Scotch and Irish and half Welch and French, lended this interesting variety to her offspring and was proud to say she was a descendent of one of the members of George Washington's Staff.

Matilda attended school in the little red school house, later moving to Union City, Ind. Here she finished High School. For seven years, she also studied piano. The last seven years of her school life, she made a record of never being absent or tardy. She attended Tri State College, specializing in Teachers Training. During a vacation, she accepted a temporary position in an office which became the turning point in her career for she chose business rather than teaching. She remained with the large creamery where she was first employed for four years. Her last year in the office was as Secretary to the General Manager.

(continued on next page)

BIOGRAPHY (cont.)

She was employed for some time by the "Warner Gear Co." of Muncie, Indiana, a large automobile factory employing 3,000 people. There, she shared the responsibility of the Stenographic Department, and was Secretary to the Purchasing Department.

After seeing the East quite thoroughly at intervals, she wished to spend at least one year in California. She resigned her position after six years, and started for the wide open spaces. In October, 1930, she bid farewell to her Hoosier friends and relatives.

After numerous stops, seeing the country, she arrived in Los Angeles. There, she secured a position with the Keystone Steel and Wire Co., branch at Los Angeles, where she remained five months. Then she was transferred to Oakland as Secretary to the West Coast Manager and put in charge of the Central Office for the West Coast. Instead of one year on the Coast, it has been four and a half and we believe she has now "gone native".

It was during her first year in Muncie that she became a member of the Muncie Chamber of Commerce and B. P. W. C. She served in the Capacity of the Muncie Club as Chairman of various committees, including Finance, Program, Membership and Emblem. Her last year there, she was Recording Secretary and was solicited by the Nominating Committee to be their next President, but it was too late as she was ready for the West.

Two years ago, during the term of Dr. Swauger as our President, she served as the recording Secretary for the Oakland B. P. W. C.

BIOGRAPHY CONTACTS

The last biography printed was the means of renewing a former friendship of Miss Schuler's from her home town in North Dakota. We hope many more of our biographys will mean the renewing of contacts and friendships.

JUNIOR JOTTINGS

Business meeting will be held March 5th. As we are nearing the end of our club year, a nominating committee will be appointed to select officers for the coming year. If you have any suggestions regarding new officers be sure and give them to the nominating committee.

After our business meeting, our President has arranged a book review. If you have any guests that would be interested, they are cordially invited.

Social - March 19th. Our social for this month will be held at the Y. W. C. A. and will in all probability, be a Whist Party. Guests are invited. If there is any change in this social, Bettye will let you know.

On Feb. 17, Marie Jollain became the wife of Edward Francis at a very pretty church wedding. We certainly wish Marie all the happiness and do hope that she will still attend club meetings.

We had a lovely evening at our last social at Miss Freda Smith's home and the Club extends thanks for her kindness.

Joan Adamson, Kathleen Bugler, Marina Ham, Rhobie Irwin, Violet Peterson, Patricia Piccone, Bettye Sukk, all wish to thank their Pals for the lovely valentines they received.

The Club welcomes our newest member, Tillie Pilione, and hope she will enjoy her affiliations.

A secret - ask your President about her forth coming trip to Panama.

Catherine Molinari
Publicity Chairman

THE HISTORY OF THE

AMERICAN PEOPLE

The first part of the history of the American people is the story of the discovery of the continent by Christopher Columbus in 1492. This event marked the beginning of European settlement in North America.

The second part of the history is the story of the early years of settlement, from the first European colonies to the American Revolution.

The third part of the history is the story of the American Revolution, from the first battles to the signing of the Declaration of Independence in 1776.

The fourth part of the history is the story of the early years of the new nation, from the signing of the Constitution to the end of the Revolutionary War.

The fifth part of the history is the story of the American Civil War, from the first battles to the signing of the Emancipation Proclamation in 1863.

The sixth part of the history is the story of the Reconstruction era, from the end of the Civil War to the passage of the Reconstruction Acts in 1867.

The seventh part of the history is the story of the American West, from the first exploration to the settlement of the frontier.

The eighth part of the history is the story of the American South, from the first settlement to the Reconstruction era.

The ninth part of the history is the story of the American North, from the first settlement to the Reconstruction era.

The tenth part of the history is the story of the American future, from the Reconstruction era to the present day.



BUSINESS WOMEN'S

EMERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR APRIL, 1935

LUNCHEON

Thursday, April 4, Hotel Leamington, 12:15 P. M. 60¢
Fellowship Talk by MRS. EFFIE BARNES, Executive Housekeeper
of the Leamington Hotel. ELECTION OF OFFICERS.
Chairman: ELLA SAYLOR BROOKS

STUDY GROUP

Thursday, April 4, Hotel Leamington, 8:00 P. M.
Topic: THE NEXT GENERAL STRIKE IN SAN FRANCISCO
Chairman: DEETTE SPANGLER

BAY DISTRICT ANNUAL MEETING

Saturday and Sunday, April 6 and 7. Hotel Clark, Stockton
Dinner, Sat. evening, \$1.10; Luncheon, Sunday, 85¢ registration 25¢

INFORMAL SUPPER AND NEW MEMBERS PARTY

Thursday, April 11, 5105 Dover St., 6:30 P. M. 35¢
MISS JESSIE SCOTT has invited us to have an Informal supper
at the Children's Hospital where she is Superintendent.
New members joining the club this past year will be especially
honored at this meeting.
Chairman: MARY JOHNSON

BOOK REVIEW

Thursday, April 18. World Book Shop, 50 Grand Ave., 8:00 P. M.
MISS HARRIOT HASSLER, prominent librarian formerly of New
York City. Miss Hassler is well known as a story teller and
has promised an Easter Story.
Chairman: MARY BARMBY

INSTALLATION DINNER

Thursday, April 25. Hotel Leamington, 7:00 P. M. \$1.10
An unusual and interesting program is being arranged.
Chairman: ELLA SAYLOR BROOKS

OFFICERS

President	Freda Smith
Vice Pres.	Marion Dougherty
Rec. Sec.	Effie Barnes
Cor. Sec.	Blanche Walsh
Auditor	DeEtte Spangler
Treasurer	Lea Brunquist

DIRECTORS

Alice Irwin	
Lydia White	
Amy Kirkendall	
Mabel Little	
Dr. Ella McGilvery	
Ella Flynn	

Mrs. Sarah J. Shoolery
Executive Secretary

Hotel Leamington Te. 0462

JUNIOR SECTION

President	Kathleen Bugler
Advisor	Anna Lignell

STUDY GROUP

The study group will hold its monthly meeting on Thursday evening, April 4. Discussion will be held on the causes and events leading up to the last general strike in San Francisco and what is leading up to the next one.

On March 7, the study group discussed unemployment bills before the legislature. Although the weather man seems to hold a special grudge against our study group and has sent rain for practically every meeting, the members continue to brave the stormy weather and gather together for these interesting meetings.

MORE NEW BOOKS

At the luncheon meeting on March 27, Miss Hermine Kruger presented the Club Library with a copy of "A Fortune to Share" by Vash Young. Dr. Swauger donated "Little Man What Now?" by Hans Fallada.

REPORT OF THE NOMINATING COMMITTEE.

The nominating committee, composed of Mary Parmby, Chairman, Mary Johnson, Anna Lignell, and Hermine Kruger, presented the following names for consideration for election to office for the coming club year. At the luncheon meeting on March 27, their report was accepted and the nominations were closed.

President	Dr. Luella S. Swauger
Vice Pres.	Mrs. Josephine Holly
Rec. Sec.	Dr. Myrtle Poole
Cor. Sec.	Miss Blanche Stedman
Auditor	Mrs. Elinor Nichols
Treasurer	Miss Thora Benson

Directors: elected for two years

Mrs. Eunice Kertell
Mrs. Marie Graves
Miss Meta Mohr

Directors who remain for another year are

Dr. Ella McGilvery
Miss Ella Flynn
Miss Mabel Little

To quote from our by-laws:
Article VIII. Section I.
"Members of the club may recommend to the nominating committee the name of any member in good standing as nominee for any office indicated."
Article IV. Section 3.
"Any member whose dues shall be unpaid for 30 days after the same shall become due shall be declared delinquent and shall not be entitled to vote."

CALIFORNIA SPRING GARDEN SHOW

Exposition Building, 10th and Fallon. April 4, 5, 6, and 7.
Admission Mornings 25¢
Admission Afternoons and evenings 50¢
An early attendance is advised so that we may see the flowers at their best.



BOOK REVIEW

We are again to enjoy the kind hospitality of the World Book Shop on Thursday, April 18.

Our Book Review in March was both interesting and profitable. Mr. Norton J. Morgan had his program well prepared and presented it to us in such a way that he created the desire in us all to read the books he reviewed - and then he made that easy for us to do by most generously donating all of them to the club library. Needless to say, all were taken out at once.

The following books were reviewed and donated:

"Experiment in Autobiography"

H. G. Wells

"The Fog Horn and Other Short Stories"

Gertrude Atherton

"Come and Get It"

Edna Ferber

"A House Divided"

Pearl S. Buck

"The Go Giver"

Vash Young

Many of the Club Members wish books from the library and a waiting list has been prepared on a number of the books. Therefore, we are forced to put a time limit on books of two weeks. Please see that books are returned within that time and look over any you may have at home and if they belong to the club, return them to the library as soon as possible.

STATE CONVENTION

Remember the dates, May 24, 25 and 26. Palace Hotel, San Francisco. Be sure to save these dates as you will want to attend every meeting.

MARCH LUNCHEON

We had a most interesting meeting on March 7, when Miss Margaret Williamson, member of the New York League of Business and Professional Women and staff member of the National Board of the Y. W. C. A., spoke for us. She told of the problems facing the young business women of today and the attitude with which they are meeting this problem.

At this meeting we also had the pleasure of becoming acquainted with Miss Sandlin, the general secretary of the Oakland Y. W. C. A. and Miss Van Every who is in charge of the work with the Indian girls.

The nominating committee was also elected at the meeting.

AN OPPORTUNITY TO SHARE

At our luncheon meeting, Miss Lucy Guild, Local Director of Girl Scouts, spoke to us regarding the organization of a Scout Troop for Lincoln School. If any of you are interested in the leadership of such a troop, please let us know.

The children at Lincoln School are of mixed races, a large percentage being Chinese. Many of these youngsters have never had the opportunity to see beyond the City Limits of Oakland. A trip to a vacation camp would be the event of their lives. It is estimated that such a vacation for one of these children would cost fifteen dollars. Would you like to participate in such a real service to childhood and assist in sending at least one child to camp? If so, please let Mrs. Shoolery know as soon as possible.

APRIL LUNCHEON

Our officers for the coming year will be elected at the luncheon meeting, April 4. At this time, Mrs. Effie Barnes, will tell us of the duties of an Executive Housekeeper in a large Hotel. Ella Saylor Brooks is Chairman of the meeting.

INFORMAL SUPPER AND NEW MEMBERS PARTY

Miss Jessie Scott has kindly invited us to have an informal and party at the Children's Hospital of the East Bay. Mary Johnson, our membership chairman will be in charge of arrangements. Members to be honored include: Mrs. Constance Mitchell, Miss Ann Machin, Miss Grace Reineman, Miss Mary Elizabeth Warren, Miss May Ratchford, Mrs. Kathryn Lambert, Miss Ora Mae Griggs, Mrs. Daisy Briggs, Mrs. Jennie Selleck, and Mrs. Lenora Estell Herman.

At this time, we will hear interesting letters from our absentee club members, Mae Wilkin and Lola Stephens.

"There is no limit to the amount of good a man can do if he doesn't care who gets the credit."

Author unknown

OAKLAND HIGH SCHOOL HOME COMING

Saturday, April 27, 8:00 P. M.
ENTERTAINMENT! DANCING!
All former students and their families are invited.

Strictly Informal
NO SPEECHES - NO COLLECTIONS
Meet your old friends and the three principals, Dr. Pond, Mr. Keyes and Mr. Farris.

BIOGRAPHY COLUMN

Possibly the reason that Lea Brunquist likes jewelry, beads, etc., is that she was born in Attleboro, a teeming jewelry center of Massachusetts, altho her own folks were living at Wakefield, a suburb of Boston.

Her father died when Lea was only nine, leaving his widow and five children. Mrs. Brunquist's only brother was a successful manufacturing jeweler in Attleboro, and he offered to help the family help themselves if they would move there. Because Mrs. Brunquist had three girls, she had taken a course of dressmaking in Boston which now helped support the family. As soon as the children were in grammar school, they helped after school by doing "job work" from their uncle's factory. Whenever Lea sees the little gilt "baby pins" in Kress's to this day, she recalls those days when she "made pins", becoming so proficient that she could read books at the same time as she worked the little lever of the miniature machine. Her uncle had patented the "process" from some one-piece safety pins made by Lea's grandfather in Sweden.

After two years of high school, a friend loaned Lea her tuition fees for a course in shorthand in Providence, R. I. She was then offered a position with the Chas. M. Robbins Co., makers of college pins, emblems, etc. One year the firm secured the contract for the manufacture of the official badges for the Knight Templars' Conclave at Saratoga Springs, N. Y. and Lea was chosen to go along with the boss and salesman as cashier and stenographer. This was her first long train trip and included a boat trip up the Hudson

(continued on next page)

BIOGRAPHY (cont.)

Lea rose from stenographer to head of the Medal Department during her seven years service with this firm.

Her uncle had gone west in the meantime and two by two the family had followed. Lea and her mother were the last to leave. The firm offered Lea a round-trip ticket to Oregon, a year's leave of absence and an offer to enter the firm at almost a double salary, but the "call of the west" was louder with the family all out that way.

Neither Lea nor her sister found opportunity for advancement in Oregon, so came to Calif. Lea's sister took her graduate work at U. of C. so she could teach in this state. Lea became private secretary of Mr. Lyman L. Pierce, General Secretary of the San Francisco Y. M. C. A. These were busy "war years". Soon after the Red Cross Campaign the Seven War Work organizations combined forces. This took Lea on an exciting trip thru the western states with the speaking "troupe". She had an offer from Mrs. Emrich to secure her a position in Paris, but Mr. Pierce showed her that it was just as patriotic to stay with him thru that strenuous campaign to raise money for the "boys over there". She later accepted a position with the International Institute in San Francisco as resident secretary which meant interesting work.

After the war work was over, Lea studied for a year at the University. The next year, while working in one of the University offices, a New York Life Insurance underwriter came to see her sister and sold Lea on the idea of going into that work as a profession.

Right now, the New York Life is celebrating it's 90th anniversary with a campaign.

Have you completed your plans to make your retirement days pleasant with an assured income for life? If not, Lea will be glad to tell you of different plans to help you toward that goal.

BUSINESS WOMEN'S WEEK DINNER

We are sorry that a single member of our club had to miss the fine meeting at which the Alameda club was hostess on Saturday evening, March 23, at the Leamington Hotel.

They had planned a splendid program with Mrs. Harriet Eliel as guest speaker. Mrs. Eliel gave us a great deal of information regarding the present session of the legislature. A fine musical program was also presented.

Our State President, Maude Empey, gave us a work of greeting and brought out a deeper meaning to our slogan for Business Women's Week which was "Opportunity".

Our Bay District President, Florence Stahl, spoke a few words to us. Under her able guidance our Bay District now numbers 1700 members and is the largest district in the State.

Miss Louise Jolly, State Membership Chairman, told of the formation of California's newest club with a charter membership of sixty members. Under her leadership, the state has added nine new clubs in the past year.

PAL PERSONALS .

TO A WONDERFUL PAL:

Thank you for the pretty Valentine; also for the unique and useful Birthday gift.

Ella M. Flynn

Mrs. Kathryn Lambert was called to Los Angeles last week due to the serious illness of her niece. We hope she is now much improved.

DeEtte Spangler, Mary Johnson, Amy Erickson and Elinor Nichols enjoyed a trip to the desert to see the Spring wild flowers recently.

BAY DISTRICT ANNUAL MEETING

On Saturday and Sunday, April 6 and 7, the Annual Bay District meeting will be held. Delegates and alternates for the Oakland Club were elected as follows:

Delegates: Freda Smith, DeEtte Spangler, Josephine Holly, Dr. Swauger, Marion Dougherty and Alice Irwin.
Alternates: Ann Machin, Anna Lignell, Daisy Briggs and Faye Otis Buckley.

VISITORS

We have had a number of visitors from other B. P. W. C. clubs in our office this past month. Miss Marion Brown of the Vancouver, British Columbia, Club was in and extended a cordial invitation to our members to visit them in Vancouver when attending the National at Seattle in July.

Miss Marie Schmidt of Clinton, Iowa brought greetings from her club and reminisced about the good time she had in Oakland when we entertained the National.

Miss Bernice James of Tacoma, Washington, is visiting here for a few months and is attending our meetings. She has been connected with the Sheriff's office there and had the novel distinction of being the smallest law enforcement officer in the United States. She is serving as "Miss Alaska" for the Tacoma club and we feel sure that a number of Tacoma members will no doubt make this delightful trip.

JUNIOR JOTTINGS

April 2nd, 1935.

This is our annual meeting and it is important that all members attend.

Annual reports will be read by the various chairmen.

Annual election of officers will be held for the coming year.
DON'T FORGET THE DATE.

Our Social for this month will be our Installation-Birthday Dinner which will be held April 16th.

Our Social Chairman, Bettye Sukk, will give you more details later - but the most important fact is not to forget the date and come and greet your new officers.

Members will be interested to know that Molly McKinnon, one of our old members, will be married this month.

Don't Forget your Pals.

ALAMEDA STUDY GROUP

Monday evening, April 1st.
Hotel Alameda 7:30 P. M.
Symposium on "Many Things About Women" reviewed by our members, followed by open discussion.

Florence Piatt, Chairman of Book Section will present Helga Iversen, Travel Editor Sunset Magazine.

You are all cordially invited to attend this meeting and bring your friends.





BUSINESS WOMENS HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR MAY, 1935

GARD PARTY

Thursday, May 2, 3785 Harrison St. Home of Dr. Swauger
8:00 P. M. PRIZES, REFRESHMENTS, A GOOD TIME!

50¢

Chairman: JOSEPHINE E. HOLLY

LUNCHEON

Thursday, May 9. Hotel Leamington, 12:15 P. M. 60¢
Arranged by the Recreation Department of the City of Oakland
Italian Dance - "La Tarantella"
Accordion Solo
Talk: "Recreation Week" by Mrs. Anna C. Law,
President of the Board of Program Directors.

"ON TO SEATTLE" DINNER

Thursday, May 16. Hotel Leamington 6:15 P. M. 85¢
Motion pictures of Alaska will be presented.
A musical program is also being arranged.
Chairman: DeETTE SPANGLER

STATE CONVENTION

May 24, 25 and 26. Palace Hotel, San Francisco.
Full particulars, program, prices and general information
on another page. Get your reservations in as soon as possible.
Many have been sent in already. Reservations must be made
individually and by name. The best places are to be given
to those sending in their reservations early.

BUSINESS WOMEN'S HERALD



THE BUSINESS WOMEN'S HERALD
PUBLISHED WEEKLY
BY THE BUSINESS WOMEN'S HERALD COMPANY
100 N. W. COR. 2ND & 3RD STS.
ST. LOUIS, MO.
Subscription Price, \$5.00 per Annum in Advance
Single Copies, 15 Cents
Entered as Second-Class Matter, May 1, 1902
Postpaid
Acceptance for mailing at special rate of postage provided for in Act of October 3, 1917
Authorized by Post Office at St. Louis, Mo., Post Office No. 100
Postage paid by Business Women's Herald Company
Postmaster: Send address changes to Business Women's Herald, St. Louis, Mo.

OFFICERS

Pres. Dr. Luella Stone Swauger
Vice Pres. Josephine Holly
Rec. Sec. Dr. Myrtle Poole
Cor. Sec. Blanche Stedman
Treasurer Thora Benson
Auditor Elinor Nichols

DIRECTORS

Eunice Kertell
Marie Graves
Meta Mohr
Dr. Ella McGilvery
Ella Flynn
Mabel Little
Executive Secretary
Mrs. Sarah J. Shoolery
Hotel Leamington Te. 0462

JUNIORS

Pres. Kathleen Bugler

PRESIDENT'S MESSAGE

With this issue of our bulletin, we begin a new year and policy for our club. We have learned much and improved much in the past year and with this foundation and with the continued splendid loyalty of our members, we should build still better this year. As your new President, I greet you all and thank you now for the support I know you are going to give.

Luella Stone Swauger

"ON TO SEATTLE MEETING!"

After the dinner meeting on May 16, we know you will all be planning to attend the convention in Seattle this summer. Our transportation chairman, DeEtte Spangler, is arranging this meeting.

FOR THE SEATTLE CONVENTIONEERS
copied from
THE BUSINESS WOMAN, San Francisco

"If you can make up your minds quickly, thirty-five of you can have a fine steamer all to yourselves and your cars as far as Portland for the sum of \$15 per each and \$10 per car. No expense for bed or board for yourself or car for this part of the trip.

From Portland, wander up to Seattle, taking in the Columbia River Highway, Mt. Ranier, or what you wish, and arrive at the convention in time for everything. Drive back a little faster and two weeks is plenty of time for the trip.

Leave San Francisco 6 P. M. Monday, July 8, on the General Lee of the States Steamship Lines, arriving Portland, Wednesday P.M., July 10, with three days in which to reach Seattle for the opening gun.

FIRST COME, BEST SERVED.
Further information from Mary Crookston, transportation chairman.

Out-of-town Clubs, please note."

If any of the Oakland members are interested, please get in touch with our transportation chairman, DeEtte Spangler.

CAMPING CARAVAN TO SEATTLE!

The schedule for the camping caravan to Seattle led by Louise E. Jolly, of Alameda, is now complete. Copies will be available at the club room if you are interested.

Particulars of the trip were given in the California Woman on page 6.

Reservations for the caravan should be made with Miss Jolly direct so that auto camp accommodations can be arranged ahead of time. Her address is 1161-B Park Avenue, Alameda.

SAN FRANCISCO
May 24, 25 and 26

The convention opens officially at 2:00 P. M. on Friday, May 24, with a business session.

FRIDAY NIGHT DINNER - 7:00 P. M. arranged by the East Bay Clubs, Alameda, Berkeley, Hayward, Oakland, Oakland Junior, Richmond and San Leandro. Selections from the Opera, "Romeo and Juliet" will be presented by Miss Rudolphine Radil, Soprano, Mr. Paul Peters, Tenor, and Mrs. Josephine Swan White, accompanist. Barbara Nachtrieb Armstrong, Associate Professor of Law of the University of California will speak on "Economic Security." Price \$1.54. Chairman: Mrs. Grace Patty, Berkeley.

SATURDAY BREAKFAST, May 25. 7:30 A. M. to 9:00 A. M., arranged by the Inland Clubs, Livermore, Lodi, Stockton, Tracy. Price \$1.02. Chairman: Mrs. Eva Grimshaw, Stockton.

FOLLOWED BY BUSINESS SESSION

SATURDAY LUNCHEON, May 25, 12:15 P. M. to 1:45 P. M., under the direction of the Peninsula clubs, Burlingame, Los Gatos, Palo Alto, Redwood City, San Jose and San Mateo. Price: \$1.02. Chairman: Mrs. Martha Roberts, Burlingame.

FOLLOWED BY BUSINESS SESSION

SATURDAY BANQUET, May 25. 7:30 P. M., conducted by the San Francisco Club with Bay District Board of Directors as co-hostesses. Margaret Torreyson, San Francisco, Chairman. Price \$1.65. "ARE WOMEN GOING FORWARD?" This question will be answered at the banquet by MRS. EUDORA RAMSAY RICHARDSON, national field representative of the National Federation of Business and Professional Women.

SUNDAY MORNING BREAKFAST, May 26. 8:00 A. M., arranged by the Monterey, Salinas, Santa Cruz, and Watsonville clubs.

STATE CONVENTION, cont.

Price \$1.02. Chairman: Mrs. Myrtle Wells, Salinas.

Registration fee is \$1.10

ANNUAL MEETING POSTPONED

Due to so much activity in May, our annual meeting has been postponed until June. Will the Chairman of each committee please get her report ready to be presented at the annual meeting in June.

As soon as possible after May 1st, the Club Books will be closed, statements drawn off for the year, and the books audited. These reports will then be posted on the bulletin board in the club room and members are urged to come in and look them over.

CARD PARTY

Our first event of the new club year will be a card party at the home of our President, with the Vice President, Josephine Holly acting as chairman. We do not need to tell you what a good time you are going to have because it goes without saying that we always have a good time at Dr. Swauger's. If any of you wish to donate door prizes, get in touch with Mrs. Holly or with Mrs. Shoolery.

"An Australian woman has refused \$100,000 for her discovery of a new treatment for infantile paralysis. She insists upon making her discovery known to the world without any payment whatever. Salute her!"

- Liberty, 4-20-35.

"The most successful person is always busy whether he feels like it or not. Anyone can work when he feels like it."

INSTALLATION DINNER

With a gay and happy party the new officers for the coming year were installed on Thursday evening, April 25.

The spirit of the New Year was carried out with balloons, serpentines and gay paper hats for all to wear. Ella Saylor Brooks presided as Chairman. As the past officers left their places they were enabled to limp out with the aid of very beautiful candy canes (compliments of Miss Saylor's Candy Co.). The new officers danced gaily to their places carrying canes to which were fastened large bright colored balloons.

Our Past President, Freda Smith, told of the course our ship had sailed during this past year while she and her able board had held the wheel.

Dr. Swauger, the in-coming President, thanked the club for the confidence they have shown her by again choosing her to lead the group and introduced her officers and board members.

We were glad to have Miss Margaret Torreyson and Mrs. Charlotte McClelland of San Francisco here to celebrate our installation with us. Greetings were given from Maude Empey, State President and Florence Stahl, Bay District President, who were both unable to be present.

After the Installation, the members told of their "hobbies" continuing the program that we had carried out at one of the recent luncheon meetings.

Thanks are given at this time to our Program Chairman, Ella Saylor Brooks, for the lovely canes and for all of the work she did to make this meeting such a success. We also extend thanks to Mary Campbell, Alice Irwin, Lydia White, Blanche Walsh, Amy Erickson and Lea Brunquist for their assistance in making the caps.

With such a happy beginning we know that we are to have a joyous and successful year ahead.

PAL PERSONALS

To my Pal:

So many thanks, dear Pal,
for your dainty Easter gift.

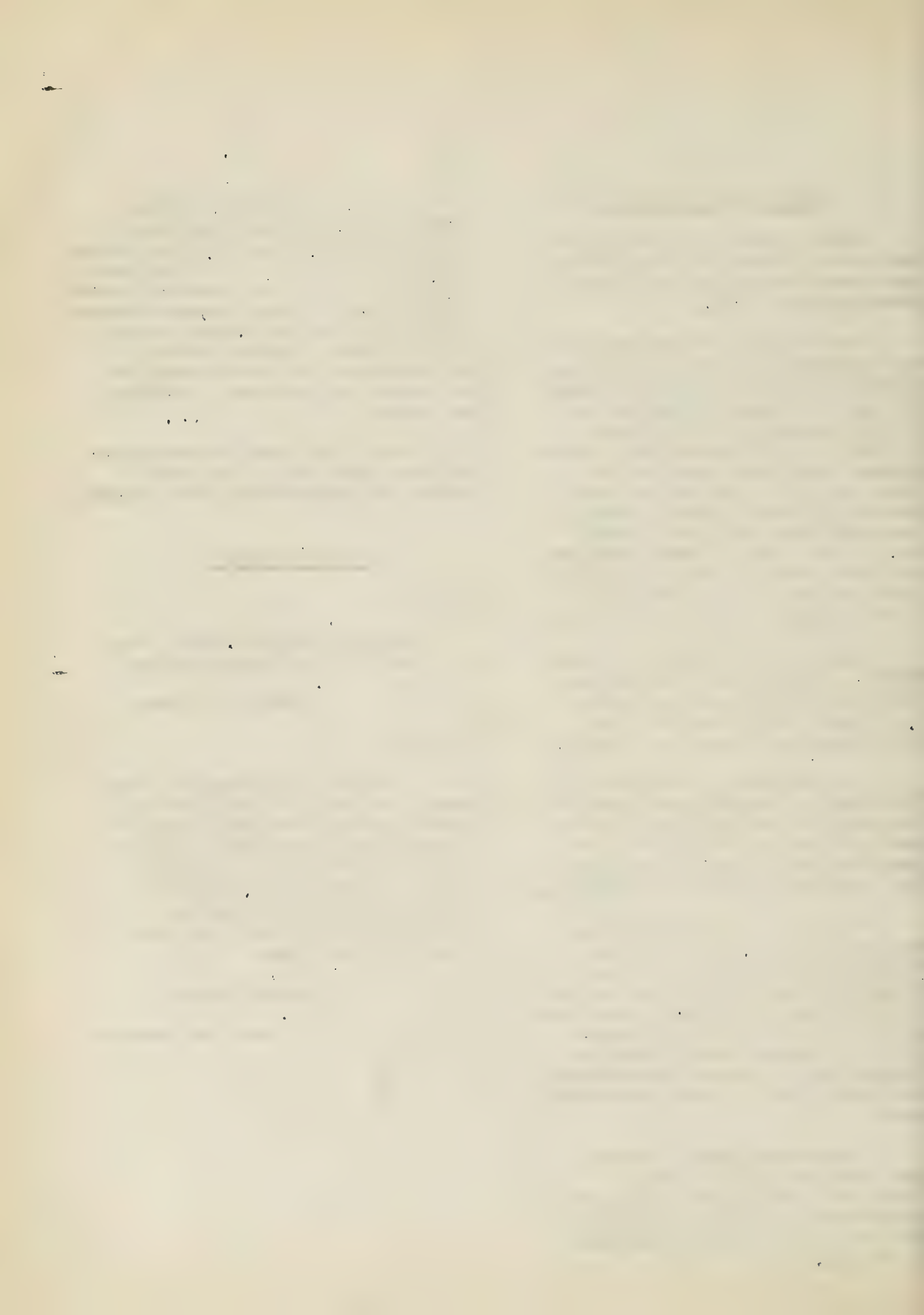
Bird M. Wilson

To my Pal:

I want to thank most sincerely my unknown pal for the three lovely cards with their friendly messages that I have received from her - and very specially for the beautiful rosebush which came Easter. It is a delight and will be for some time to come.

Most truly,

Mary M. Campbell



APRIL LUNCHEON

At the luncheon meeting on April 4, new officers were elected for the coming year.

Mrs. Barnes told us about the work of an executive housekeeper and told of the important qualifications for a good housekeeper in an institution. For a woman with ambition, the proper qualifications and education this is one field which is not overcrowded.

Those who were fortunate enough to attend the Junior Installation noted what good use Miss Kruger made of Mrs. Barnes' talk when she spoke to the Juniors. We wish that all of you could have heard both of these fine talks.

BAY DISTRICT CONVENTION

Despite the storm, nine members attended the Bay District convention held at Stockton April 6 and 7. Those going from Oakland were Dr. Luella Swauger, Alice Irwin, Rhobie Irwin, DeEtte Spangler, Freda Smith, Josephine Holly, Marion Dougherty, Ann Machin and Anna Lignell.

Bay District officers were elected for the coming year as follows:

President, Florence Stahl, San Jose.

Vice President, Charlotte F. McClelland, San Francisco.

Recording Secretary, Vera A. Swaboda, Gilroy.

Treasurer, Virginia C. Grifins, Richmond.

Auditor, Amy L. Boynton, Lodi

The president appointed Jessie D. Whittern of Palo Alto as corresponding secretary.

Interesting reports were given by the committee chairmen and Presidents of Bay District Clubs.

A lovely luncheon and program were enjoyed on Sunday, the new officers being installed by Maude Empey, State President.

PARTY AT CHILDREN'S HOSPITAL

We are indebted to Jessie Scott and her sister, Mrs. Cathcart for the lovely evening sixty club members and friends enjoyed at the Children's Hospital of the East Bay on April 11.

After a most delicious supper had been served, the membership committee composed of Mary Johnson, Blanche Stedman and Matilda Wigger, initiated our new members of the past year. From the way they overcame the obstacles presented them by Blanche Stedman, we feel sure that we have secured some fine members for our club.

BOOK REVIEW

We are sorry that every club member could not attend the last book review held at the Wold Book Shop on April 18. Miss Harriot Hassler told us of her experiences in Library Work and also told of Easter as it is celebrated in Florence, Italy. She then told us two stories and with mere words one could not do her justice for as a story teller, Miss Hassler is unsurpassed.

Your attention is called to the article on Page 5 of the last issue of the California Woman, headed "An Important Action of the Board." If any of you wish to contribute to the Ada Margaret Brayton Endowment Fund, please leave your donations at the club office.

Our sympathy is extended to Delena Randall in the loss of her husband this past month. We shall all miss Mr. Randall as he attended many of our meetings and was a true friend of our club.

AMONG OURSELVES

Carrie Hall has been in Fresno the past few weeks visiting relatives.

The following item was taken from the last issue of the San Francisco Business Woman.

"Can you imagine having to call out the fire department at a B. and P. W. convention? This is what really happened: Dr. Luella Stone Swauger, president-elect of the Oakland Club, took her best "bib and tucker" to Stockton. Awakening in her hotel room Sunday morning, she discovered to her horror, that her entire wardrobe was locked in the bathroom. There she was with nothing to wear but her sleeping apparel. With the aid of an extension ladder, firemen unlocked the door. Ethel Bogardus says: "If you want to see the blush Dr. Luella wore, all you have to do is yell Fire."

JUNIOR JOTTINGS

Our first Business meeting of the new term will be held on Tuesday, May 7th. Be sure and keep this date as chairmen for the various committees will be appointed.

We had a grand Installation and Birthday Dinner on April 16th and members who were unable to attend surely missed out on a wonderful time.

The new Installation Services were beautiful and our Advisor, Miss Lignell, installed the following girls for our new officers:

President	Kathleen Bugler
Vice Pres.	Marina Ham
Rec. Sec.	Violet Peterson
Cor. Sec.	Marie Frances
Treasurer	Patricia Piccone
Auditor	Elvira Ham
Directors:	Hazel Bonnelykke
	Catherine Molinari
	Bettye Sukk

JUNIOR JOTTINGS (cont.)

By the looks of all the pretty corsages that were proudly worn by all the girls, our Pals were very much in evidence - and all the members wish to thank their respective Pals for the corsages received.

Our first Social for the new term will be held on May 21st. More details will be given you at a later date by our President.

Don't forget the Convention Dinner to be held at the Palace Hotel on Friday, May 24th. Ask Kathleen for details.

Remember your Pals.

Catherine Molinari
Publicity Chairman

Attention, Juniors!

A program is being arranged to be given after the business meeting on May 7 to which members and guests are invited. Please keep this meeting in mind.



BUSINESS WOMENS HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR JUNE, 1935

LUNCHEON

Thursday, June 6, Hotel Leamington, 12:15 P. M. 60¢
MISS ANNA LOUISE KECK, Director Division of Public Relations
Alameda County ERA will speak for us on the activities of the
Alameda County Emergency Relief Administration.

Election of delegates to National Convention at Seattle.
Chairman: KATHRYN LAMBERT

PAST OFFICERS PICNIC

Sunday, June 9th. Bess Clow's near Lafayette. 1:30 P. M. 60¢
ALL ARE INVITED. If you can take others in your car, be
sure and communicate with Mrs. Shoolery. All Past Officers
are especially urged to attend as some important matters will
be discussed. Reservations must be made IMMEDIATELY.

DINNER

Thursday, June 13, Hotel Leamington, 6:15 P. M. 85¢
ANNUAL MEETING. Reports of committees for the past year.
Complete reports of the State Convention meetings.
Attention, Committee Chairmen: Be sure to have your
reports of the work of the past year ready by this meeting.

BOOK REVIEW

Thursday, June 20, Wold Book Shop, 50 Grand Ave. 8:00 P. M.
MRS. ISAAC CHAPMAN of Berkeley will review new books on
California. Chairman: ELISABETH SHERMAN

INFORMAL

Thursday, June 27, Room 303 Y. W. C. A. 35¢
A good supper, cards and visiting. Be sure and save
the date as the committee are planning to give you a good time.

Chairman: ANNA LIGNELL

OFFICERS

Pres. Dr. Luella Stone Swauger
Vice Pres. Josephine Holly
Rec. Sec. Dr. Myrtle Poole
Cor. Sec. Blanche Stedman
Treasurer Thora Benson
Auditor Elinor Nichols

DIRECTORS

Eunice Kertell
Marie Graves
Meta Mohr
Dr. Ella McGilvery
Ella Flynn
Mabel Little

Executive Secretary
Mrs. Sarah J. Shoolery
Hotel Leamington Te. 0462

JUNIORS

Pres. Kathleen Bugler
Advisor Lydia White

ANNUAL MEETING

The annual meeting is to be held in the evening this year to make it possible for those who are unable to attend the luncheon meetings to be present and hear about what our committees have done this past year.

LUNCHEON

Many of us have not had the opportunity to hear directly of the work done by the SERA. Our own Hazel Steen is one of the employees at the SERA office. We shall all look forward to the meeting on June 6 when we shall hear Miss Keck speak about the SERA work.

BOOK REVIEW

Another joyous evening is in store for the book lovers of our club on June 20 at the Wold Book Shop. We should be deeply grateful for the immense amount of preparation that is put into these book review programs for us.

INFORMALS

Our new committee will take over the Informals this month, the first one being held on June 27. Let's have a big attendance and show the committee we appreciate their efforts to give us a good supper and a good time!

CARD PARTY

On Thursday, May 2, a large group of club members and friends enjoyed a card party at the home of Dr. Swauger. Josephine Holly was Chairman of the evening. Door prizes were donated by the following: Mrs. Susan E. Smith, Leamington Beauty Salon, Nell Wishart, Dr. Myrtle Poole, Elsie Wood, Teresina Morgan, Eunice Kertell, Karin Johnson, Lenora Estell Herman, Esther Goodwin, Iva Havlin, Wold Book Shop and Dr. Swauger. We also wish to thank those who helped with the serving of the refreshments and clearing up the dishes: Emilie Bruhns, Kathryn Lambert, Blanche Walsh, Marion Dougherty and Nell Wishart.

RECREATION LUNCHEON

We were both entertained and also given the opportunity to learn a great deal about the work our recreation department is doing at the luncheon meeting held on May 9th. Mrs. Anna C. Law gave us a most interesting talk on the Department and a group of children played accordion music and danced "La Tarantella". All of this talent is developed in the various recreation department centers.

LIVERMORE RODEO

Your attention is called to the Livermore Rodeo which will be held on June 8 and 9. There will be a Centennial Parade on June 8th observing the one hundredth anniversary of the original settlement of the Livermore Valley.

PROGRAM COMMITTEES FOR 1935-36

General Chairman for June, July and August, KATHRYN LAMBERT

June dinner, ANNUAL MEETING, FREDA SMITH, Chairman

July dinner, MAGAZINE PROGRAM, MARY L. MITCHELTHREE, Chairman

Aug. dinner, HEALTH AND RECREATION PROGRAM,

FLORENCE BUSSELL, Chairman

General Chairman for Sept., Oct., and November, NELLIE DONOHUE

Sept. dinner, RESEARCH PROGRAM, DEETIE SPANGLER, Chairman

Oct. dinner, EDUCATION PROGRAM, ELSIE BEAUMONT, Chairman

Nov. dinner, THANKSGIVING PROGRAM, ALICE MOORE, Chairman

General Chairman for Dec., Jan. and Feb. EFFIE BARNES

Dec. dinner, CHRISTMAS PARTY, ALICE IRVIN, Chairman

Jan. dinner, LEGISLATIVE PROGRAM, FAYE BUCKLEY, Chairman

Feb. dinner, INTERNATIONAL RELATIONS, ZOLA McVICAR, Chairman

General Chairman for March, April and May. MATILDA WIGGER, Chairman

March dinner, BUSINESS WOMEN'S WEEK, MARIE GRAVES, Chairman

April dinner, INSTALLATION DINNER

May dinner, MATILDA WIGGER, Chairman

OTHER COMMITTEES FOR 1935-36

BOOK REVIEWS

Elisabeth Sherman, Chairman

Mary Campbell

Jean Baird

Teresina Morgan

Susanne Chalmers

Elinor Boyle Nichols

FLORENCE KING EDUCATIONAL LOAN
FUND TRUSTEES

Hermine Kruger

Dr. Luella Stone Swauger

Mary Barmby

FLORENCE KING LOAN FUND BENEFIT

CLIPPINGS

Mary Campbell

Elsie Wood, Chairman

Jessie Scott

Delena Randall

Three Trustees

COMMUNITY SINGING

Freda Smith, Chairman

Ella Saylor Brooks

Delena Randall, Accompanist

FINES

Ann Machin

DECORATIONS

Dr. Myrtle Poole, Chairman

May Bunker

Olive Cathcart

Clara McKenney

Nell Wishart

HEALTH AND RECREATION

Florence Bussell, Chairman

Jennie Hammond

Mabel Kuss

Bertha McIntyre

Thyrza Sharwood

Cleo Pritchard

Susan E. Smith

EDUCATION

Elsie Beaumont, Chairman

Esther Goodwin

Georgia Maiden

Louise Schmits

Daisy Short

Rose Burckhalter

INTERNATIONAL RELATIONS

Zola McVicar, Chairman

Mary Barmby

Lulu D. Hall

Karin Johnson

May Ratchford

Elizabeth Steppan

Adele Walter

INFORMALS AND CARD PARTIES

Anna Lignell, Chairman
Amy Erickson
Ora May Griggs
Daisy Briggs
Jennie Selleck
Nell Wishart
Anna Burr
Elizabeth Clow
Katherine Freitas
Florence Ring
Maud Mitchell
Eunice Prichard
Elsie Rae
Ann Thomsen
Ora Egan
Hazel Steen

JUNIOR ADVISOR

Lydia White

LEGISLATION

Faye Otis Buckley, Chairman
Emilie Bruhns
Marcella B. Graham
Hazel Steen

MAGAZINE

Mary Lota Mitcheltree, Chairman
Ann Kennedy
Alice Kirkland
Nell Wold Ordway
Constance Mitchell

MEMBERSHIP

Myrtle Parrish, Chairman
Lea Brunquist
Ann Clevenger
Carrie Hall
Elsie Rae
May Schuler

MUSIC

Rudolphine Radil,
Josephine Swan White.

PARLIAMENTARIAN

Dora Cooley

PUBLICITY

Blanche Walsh

PUBLIC RELATIONS

Marie Graves, Chairman
Board members

RECEPTION

Jane Patterson, Chairman
All club members asked to serve
as requested.

REVISIONS AND BY-LAWS

Bird Wilson

RESEARCH

DeEtte Spangler, Chairman
Ella Davis
Lorene Killey
Amy Kirkendall

SERVICE CLUB COUNCIL

Helen S. Artieda

SUNSHINE

Eunice Kertell, Chairman
Margaret Chalmers
Carrie Kennedy

STUDY GROUP

Marion Dougherty, Chairman
Ella Saylor Brooks
Jessie Frost
Alice Burnell

TRANSPORTATION

Lenora Herman
Iva Havlin

The President asks each
chairman to call a meeting of
her committee within thirty days
and report back to her regarding
their plans for the year.

ANNOUNCEMENT

EMILIE (EDMONDS) BARNES wishes to announce that after June 3, she will be located in the Helen and Claire Shop on 19th St., directly across the street from the Hotel Leamington. Her daughter, Betty Buxton, will be her assistant. Tel. Te. 9312.

AMONG OURSELVES

Mary Barnaby and her sister, Dr. Martha Barnaby, sailed from San Francisco on May 17 for an extended scenic cruise. They are on the beautiful Grace line ship, "Santa Rosa". Their first stop was Los Angeles, then to Mazatlan, Mexico, next to San Jose de Guatemala. On the 9th day they arrive at La Libertad, El Salvador; then to Balboa, the Pacific entrance to the Panama Canal. On the 12th day they reach Cristobal, Atlantic terminus of the Canal; then to Cartagena, next to Puerto Colombia then Havana, Cuba and on the 19th day arrive in New York City. They expect to spend a few days in New York, returning home via Bryce Canyon and Zion National Park; thence to San Diego for a few days at the Fair and then home. A number of Club members accompanied them to San Francisco to wish them "Bon Voyage" and a grand trip.

Ella Flynn spent a week recently vacationing in Camel. She says she had a fine rest.

Kathryn Lambert has been visiting in Los Angeles recently.

Mr. and Mrs. Charles Wood have also been spending some time in Los Angeles.

Anna Lignell enjoyed a weekend trip to Yosemite this past month.

Alice Irwin and Rhobie are enjoying a vacation at Camp Curry in Yosemite National Park. They write that they enjoyed a game of cards with Dr. Shields and her daughter who have also been spending some time there.

Miss Helen Hordness and Mr. Elliot Saylor Peterson were married at the home of the bride-groom's aunt and uncle, Mr. and Mrs. George Brooks (Ella Saylor) on Friday, May 17, at 10:30 A. M. The groom is the son of the late Mrs. Robert Davidson (Mabel Saylor). We all join in wishing them much happiness.

NEWS OF WOMEN

"Miss Lizette Woodworth Deese, a poetess of distinction, living in Baltimore Md., is busily engaged in working on her latest book, despite her 79 years of age.

Mrs. Isabella Greenway and Mrs. Florence P. Kahn are the two grandmothers in the present United States Congress. They represent Arizona and California, respectively.

Mrs. V. C. Sherman is the legislative postmistress at the capitol in Washington D. C. Each solon has his individual postbox, and Mrs. Sherman sees that the letters get to the proper places.

In China, the native women of the higher classes are now as modern as any European women. They are seen dining in hotels and restaurants, they do charity work, take an active part in politics, and entertain for their husbands."

-Pacific Woodman

The following news item of interest to women comes from our club member, Lola Stephens, in her last letter to the club from Rio.

"The Brazilian Federation for the Advancement of Women was founded on the 9th of August 1922, in Rio, a few days after the return of Bertha Lutz from the Pan-American Conference held by the League of Women Voters at Baltimore. Before that there was no organized women's movement in Brazil. In 1934 the new Constitution granted women full citizenship and nationality rights.

(continued on next page)

NEWS OF WOMEN (cont.)

Measures obtained in the new Constitution included Participation of women in government and in Technical Committees, their right to hold office in all departments of the Civil Service, without distinction of sex or civil status; three months' leave with full rights for women officials at childbirth; equal remuneration for equal work, without distinction of sex.

PAL PERSONALS

To my Pal:

Your lovely roses filled my room with Easter sunshine.

How did you know how much joy yellow roses could give one? I do like having a Pal.

Mary Barmby

Dear Pal:

Thanks for the lovely bottle of sweetness you sent me for Easter. It just put new life and vigor into my weary body when going to the State Convention.

Mary Johnson

NEW MEMBER

Rosa Petersen
Manager and Supervisor
THE DINNER BELL
480 Lake Park Ave.

Miss Petersen comes to us as a transfer member from the San Francisco Club. We hope many of you will call on Miss Petersen and make yourselves known.

STATE CONVENTION

We are not going to tell you much about the State Convention now except to tell you that it was a splendid and inspiring convention and that much credit is due Ida Reed of San Francisco who was General Convention Manager. We want you all to be sure to attend our dinner on June 13 and hear all about the Convention.

JUNIOR JOTTINGS

The next Business meeting is to be held on Tuesday, June 4th and Kathleen promises to have an interesting program arranged for us.

Details regarding the social on June 18th will be given you at a later date by Bettye Sukk.

We have good reason to be proud of our attendance at the State Convention. Those who were present were : Kathleen, Marina, Rhobie, Patricia, Tillie, Bettye and Violet. Those of us who could not attend missed a very enjoyable gathering.

Of interest to all, is the recent election of our former advisor, Miss Anna Lignell, as President of the Sigma Beta Tau Chapter of Delphian Society for the coming year. Congratulations, Miss Lignell!

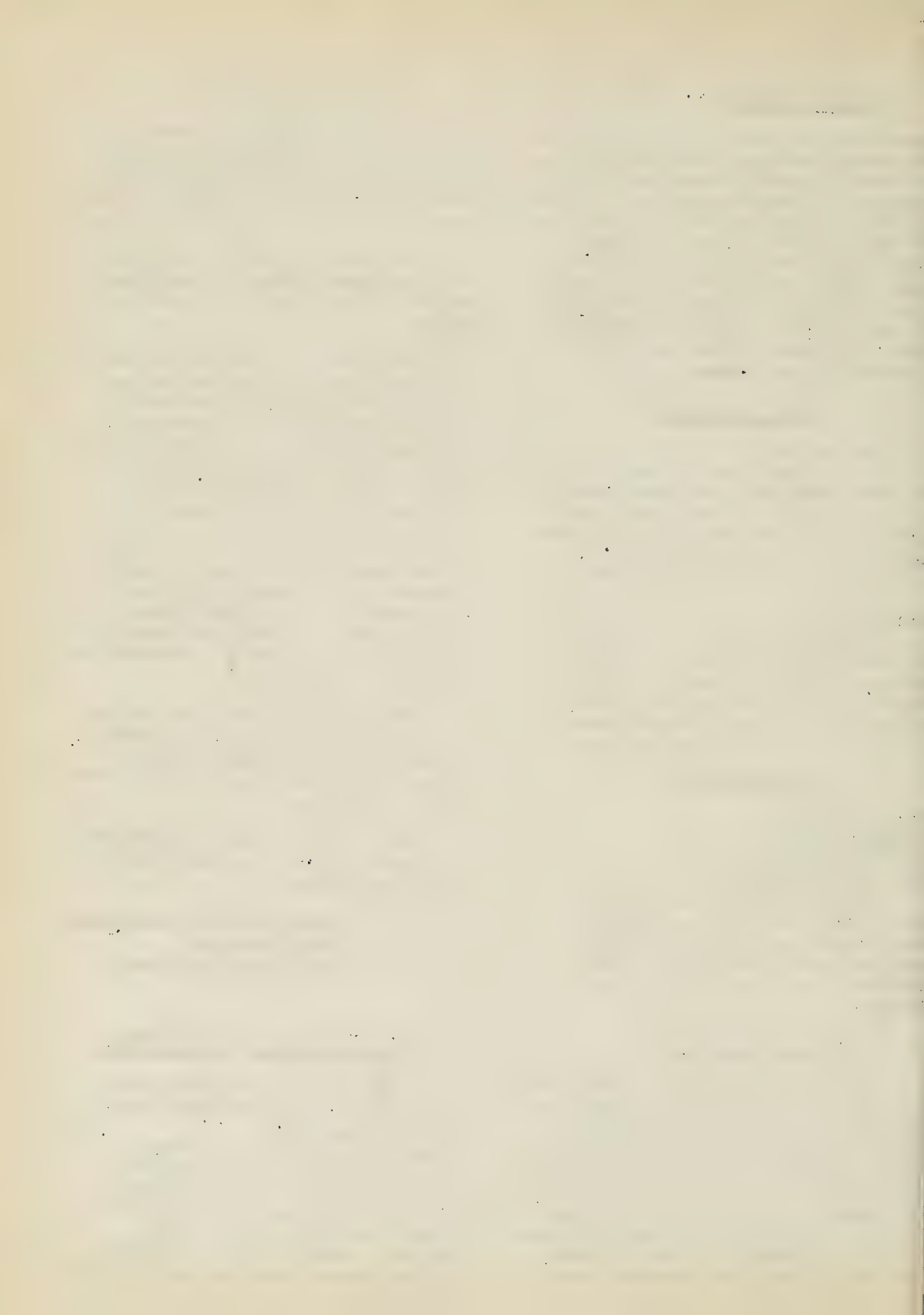
The hike on May 21st was a great success and we hope that in the weeks to come we will have more of these enjoyable outdoor meetings.

May I take this opportunity to thank my Pal for the lovely Birthday gift.

Respectfully submitted,
Joan Adamson,
Publicity Chairman.

MORE ABOUT STATE CONVENTION

Delegates and alternates representing the Oakland Senior B. P. W. C. were:
Delegates: Dr. L. S. Swauger
Mrs. Josephine Holly and Mrs. DeEtte Spangler. Alternates: Miss Hermine Kruger, Miss Bird Wilson and Mrs. Ella Saylor Brooks. About fifty club members attended some of the various meetings.





BUSINESS WOMEN'S HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR JULY, 1935

No meeting on Thursday, July 4th.

FELLOWSHIP LUNCHEON

Thursday, July 11th. Leamington Hotel, 12:15 P. M.

60¢

Talk: "A Personal Standard of Thrift" - MELBA MOHR
Russian Dance by GLENDINE DASQUEZ AND JANE SCHEID
Pupils of Alice Ewillinger
Accompanist: JOSEPHINE SWAN WHITE

Chairman: KATHRYN LAURENT

INFORMAL

Thursday, July 18th. Room 303 Y. W. C. A. 6:15 P. M.

35¢

Chairman: ANNA LICHMILL

DINNER

Thursday, July 25th. Hotel Leamington 6:15 P. M.

85¢

An interesting program is being arranged for this
meeting by the MAGAZINE Committee:

Chairman: MARY LOTIA MITCHELLREE
ANNA P. KENNEDY
ALICE KIRKLAND
NELL WOLD ORDMAN

Watch for newspaper publicity later in the month!

OFFICERS

Pres. Dr. Luella Stone Swauger
Vice Pres. Josephine Holly
Rec. Sec. Dr. Myrtle Foole
Cor. Sec. Blanche Stedman
Treasurer Thora Benson
Auditor Elinor Nichols

DIRECTORS

Eunice Kertell
Marie Graves
Meta Mohr
Dr. Ella McGilvery
Ella Flynn
Mabel Little

Executive Secretary
Mrs. Sarah J. Shooley
Hotel Leamington Te. 0462

Office Hours - 12:30 to 4:30
Except Saturday

JUNIORS

Pres. Kathleen Bugler
Advisor Lydia White

A WORD ABOUT RESERVATIONS

At our last dinner, we had sixteen who had made tentative reservations and four who had definitely said they were coming who failed to either cancel their reservations or come. We cannot expect as good service if we do not come closer to keeping our reservations. It does not look well to guests or prospective members who may be present when we have as many as twenty extra places at a dinner. We ask that you be more definite regarding your reservations.

MEETINGS FOR JULY!

Although we realize this is vacation month for many of our members, we hope all of you who are here will rally to the cause and help us make our meetings for July well attended and successful. We arrange these programs in the summer for those of you who are in town and we hope you will all support these committee chairmen who have planned these fine programs.

First in the month, will come the Fellowship Luncheon. This time, we are to hear from one of our members, Meta Mohr. Miss Mohr is in charge of school Savings at the Farmers and Merchants Bank. She is also a member of our Board of Directors. She has chosen for her subject: "A Personal Standard in Thrift." Geraldine Dasquez and Jane Scheid, pupils of Alice Zwillinger will give us a Russian dance. They will be accompanied by Mrs. Josephine Swan White. Mrs. Kathryn Lambert is chairman of the meeting.

On July 18th, we will have another Informal at the Y. W. C. A. with Miss Anna Lignell and her able committee in charge.

Thursday, July 25th, will be the date of our monthly dinner which will close the activities of the month. The program is in charge of our Magazine committee, Mary Lota Mitcheltree, Chairman, Alice Kirkland, Ann Kennedy and Nell Ordway. Watch the newspapers for further publicity regarding this program.

JUNE LUNCHEON

Due to so many of our members being away on vacation, it was a small group who heard the interesting talk given at our June luncheon by Miss Anna Louise Keck, Director Division of Public Relations, Alameda County SERA. It was a most interesting meeting and we were all sorry more could not be present to hear her. It is with great pleasure that we now welcome Miss Keck as a member of our club. She comes to us by transfer membership from Livermore, Calif.

At this meeting delegates and alternates to the Biennial National Convention in Seattle were elected. Hermine Kruger and Freda Smith were elected delegates with Myrtle Parrish and Carrie Hall as alternates.

PAST OFFICERS PICNIC

Nearly fifty club members and friends enjoyed the Past Officers picnic held at the lovely country home of Bess Clow on Sunday, June 9th. The Past Officers voted the sum of \$50.00 to our Student Loan Fund and planned for another lovely picnic in September when all new Past Officers will be initiated to the group. You will hear more of this later. We thank Carrie Kennedy, the P. O. Chairman for making the arrangements and planning this lovely day for the club members. We also wish to thank Bess Clow for the use of her home and the many members who assisted with the transportation.

NEW BOOKS

A recent addition to our Club Library is the Autobiography of John Hays Hammond in two volumes which has been donated to us by Mr. Norton J. Morgan.

ANNUAL DINNER

If any of you have ever made the statement that reports are not interesting, you should have been present at the Annual Meeting held on Thursday, June 13th. Committee Chairmen of the year gave their annual reports and all who were present will tell you that they were indeed worth hearing. Those who attended the State Convention at San Francisco touched on the most vital points of each meeting and we know that many who were there made a definite resolve to go to the next State Convention themselves and hear all of the fine talks you always hear at a California State meeting.

BOOK REVIEW

A large group of club members enjoyed the book review given by Mrs. Isaac Chapman at the World Book Shop this past month. Mrs. Chapman reviewed recent books written on California and devoted most of the time to a most interesting review of "Sutter in California" by Julian Dana.

Mrs. Nichols acted as Chairman in the absence of Miss Sherman who has been absent from the club meetings this past month due to illness. We all take this opportunity of wishing Miss Sherman a speedy recovery.

NEW ROSTERS

Would you like to have a loose-leaf roster which could be kept right up to the minute with changes and new members? By making them to order, these can be had for 50¢ each and can be kept up promptly so that you will always have an up to date roster. Mrs. Shoolery will be glad to take your order for one and the 50¢ charge will include the service of new sheets as needed. They are handy size. Ask to see a sample.

At the Annual Meeting of the Club the question of the large rug in the office was discussed. There are several reasons why the rug should be removed from the office. It has to lie on another rug and will not stay flat, but creeps up into folds every day and really is dangerous as someone may get a bad fall because of it. In this case, the club would be liable.

There was considerable discussion on the subject. Several members have expressed the wish to buy the rug for themselves. Some members feel that there is so much sentiment attached to the rug that it would be too bad to dispose of it and would be better to let someone use it rather than sell it at the amount that we could now expect to receive for it. Still others said that they thought it very foolish to keep something that we could not use and that we should let a club member buy it who would both use it and still appreciate the sentiment attached to it. What is YOUR opinion? The rug belongs to all of you and you should say what should be done with it. Please let us have your opinion, each and every one of you.

One of our members sent in the following item of interest.

"According to the last Federal census there are exactly 572 occupations in this country, that is, legitimate ways of making an honest living. Of the 572 there are only 35 in which women are not engaged."

- The War Cry

NEW MEMBER

KECK, MISS ANNA LOUISE
Director, Division Public
Relations, Alameda County SERA
2111 Webster St. Gl. 7766
Res. 1590 Alice St.

Pictorial Review announces that Lena Madesin Phillips has become one of its Associate Editors and will seek to serve the interests of the organized womanhood of America. Miss Phillips has served as Secretary of the Business and Professional Women of the Y. W. C. A., Executive Secretary and President of the National Federation of B. P. W. C., President of the International Federation of B. P. W. C., President of the National Council of Women and Chairman of the International Congress of Women held in Chicago in 1933. She will write a monthly series of pamphlets for Pictorial Review beginning June, 1935.

PAL PERSONALS

To my 1935 Pal: I was completely surprised and greatly pleased to receive the lovely Easter Lilly and wish to thank you at this late date for your sweet thought.

Maud Mitchell

Dear Pal: I am sorry I have been so neglectful about thanking you through the Herald, but do appreciate the lovely Easter Greeting and beautiful cards. You must know that I especially like verses and you have sent me such lovely and unusual ones. It will be a real pleasure next Christmas to find out who you are.

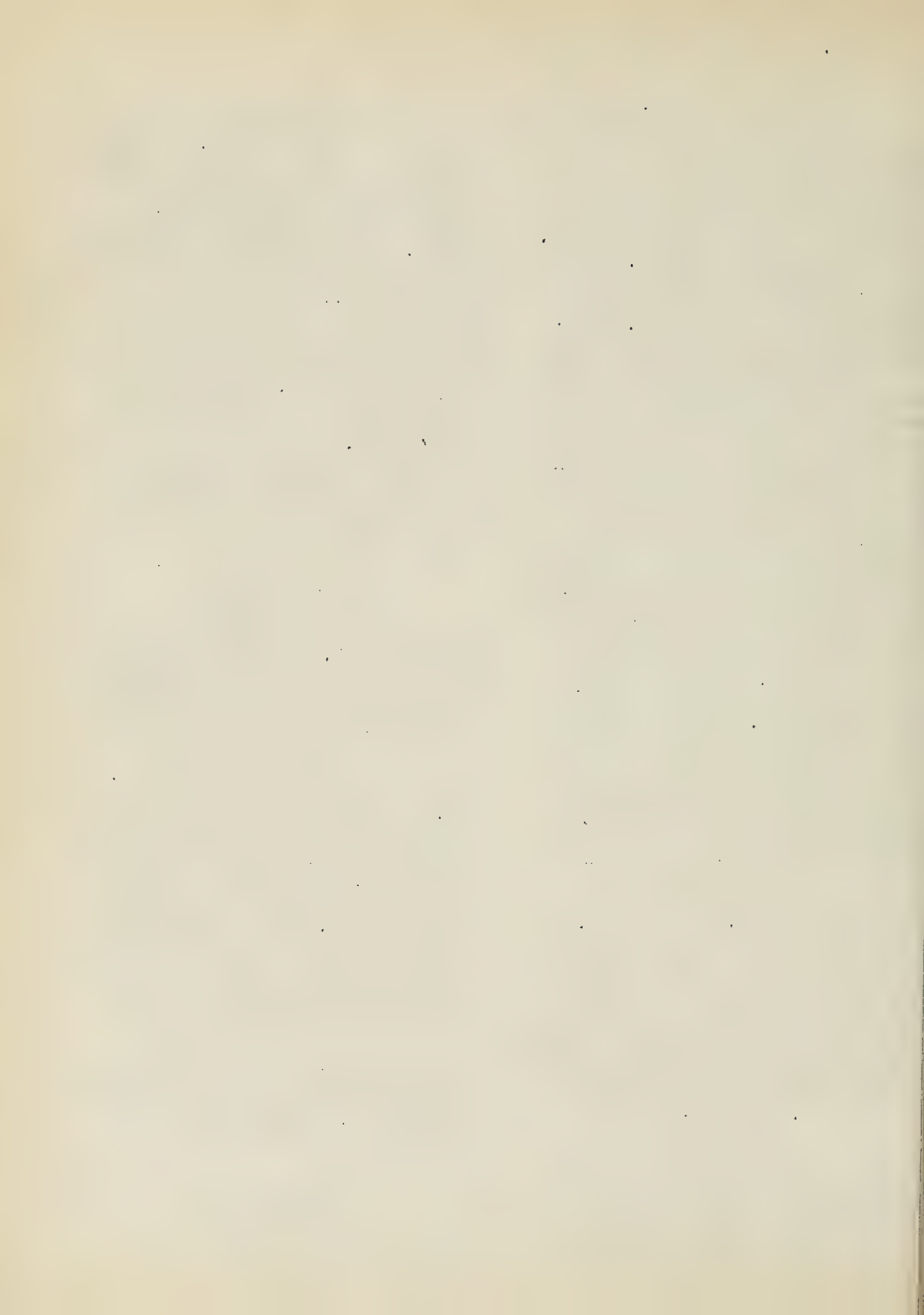
Matilda Wigger

I wish to thank my pal for the lovely colorful gift which arrived on my birthday. I am enjoying it very much.

Bird M. Wilson

RESIGNATIONS

Mrs. Constance Mitchell
Mrs. Metta May Fenton



We are planning to run a page of advertisements in our Herald each month so that members may have an opportunity to tell others about their places of business. These ads will in turn help us to be good club members by showing us where we can trade with our own Club members. This will also help by reducing the cost of our bulletin. Be sure to read the Herald Ads and patronize the members who are listed. If you would like to advertise, get in touch with Mrs. Shoolery.

CROW CARBON AND RIBBON SERVICE

Something to crow about

528 Sixteenth St.

Oakland, California

THORA BENSON Holiday 4924

"Throw away your wishbone
Straighten up your backbone
Stick out your jawbone
And go to it!"

MYRTLE R. POOLE
Chiropractor

5652 College Ave. Ol. 0212

EMILIE J. BRUHNS
now with
THE HELEN & CLARE BEAUTY SHOP
382 - 19th St.

Complete beauty service
All competent operators

Te. 9312

If in doubt about a gift
send
FLOWERS

Morse's Flower Shop
4498 Piedmont Ave.
Pi. 0177

EUNICE FAY KERTELL, Owner

HERALD'S COLLEGE

518 - 17th St.

Day and Evening Classes
in
Accounting
and
Secretarial Subjects

Hi. 0201

AMONG OURSELVES

Among our Club members who visited the Exposition in San Diego in June, were Meta Mohr and Hermine Kruger. Both report a most enjoyable time.

Mary Lota Mitcheltree has been spending her vacation with relatives in Fresno.

Ann Machin is planning to spend two weeks on a vacation trip to the Santa Cruz mountains.

Georgia Maiden, together with her mother and friends, has been making a number of trips around the country, including trips to Pacific Grove and Carmel. They recently went to San Diego to the Exposition, returning home by General Grant, Sequoia and Yosemite National Parks.

Page 1

1. The first part of the report deals with the general situation of the country. It is a very interesting and informative study of the country's development.

2. The second part of the report deals with the economic situation of the country. It is a very interesting and informative study of the country's economic development.

3. The third part of the report deals with the social situation of the country. It is a very interesting and informative study of the country's social development.

4. The fourth part of the report deals with the political situation of the country. It is a very interesting and informative study of the country's political development.

5. The fifth part of the report deals with the cultural situation of the country. It is a very interesting and informative study of the country's cultural development.

6. The sixth part of the report deals with the environmental situation of the country. It is a very interesting and informative study of the country's environmental development.

7. The seventh part of the report deals with the international situation of the country. It is a very interesting and informative study of the country's international development.

8. The eighth part of the report deals with the future of the country. It is a very interesting and informative study of the country's future development.

AMONG OURSELVES, cont.

Esther Goodwin left on June 14, with her daughter and son-in-law for a trip by automobile to Seattle, Victoria, Vancouver and other Northern points of interest.

Mr. and Mrs. Tillman Patterson were in Los Angeles in June.

Josephine Holly and her family enjoyed a vacation trip to Yosemite.

Zola McVicar is planning a most extensive trip this summer during vacation. She is to sail to Tahiti and we will all look forward with pleasure to hearing her tell all about her trip when she returns in the Fall.

The Club office will be closed the first week in July when Mrs. Shoolery and her family expect to be in San Diego.

DeEtte Spangler and Blanche Walsh wonder what there is about the air at Yosemite that makes Anna Lignell fail to recognize her old friends.

Daisy Briggs has just returned from a trip to southern Oregon.

Dr. Ella McGilvery, Lois Martin, Alice Irwin and Rhobie spent a week-end recently with Daisy Miles Vose in Yolo County.

JUNIOR JOTTINGS

PROGRAM FOR JULY.

Tuesday, July 2, BUSINESS MEETING
Tuesday, July 16, SOCIAL MEETING

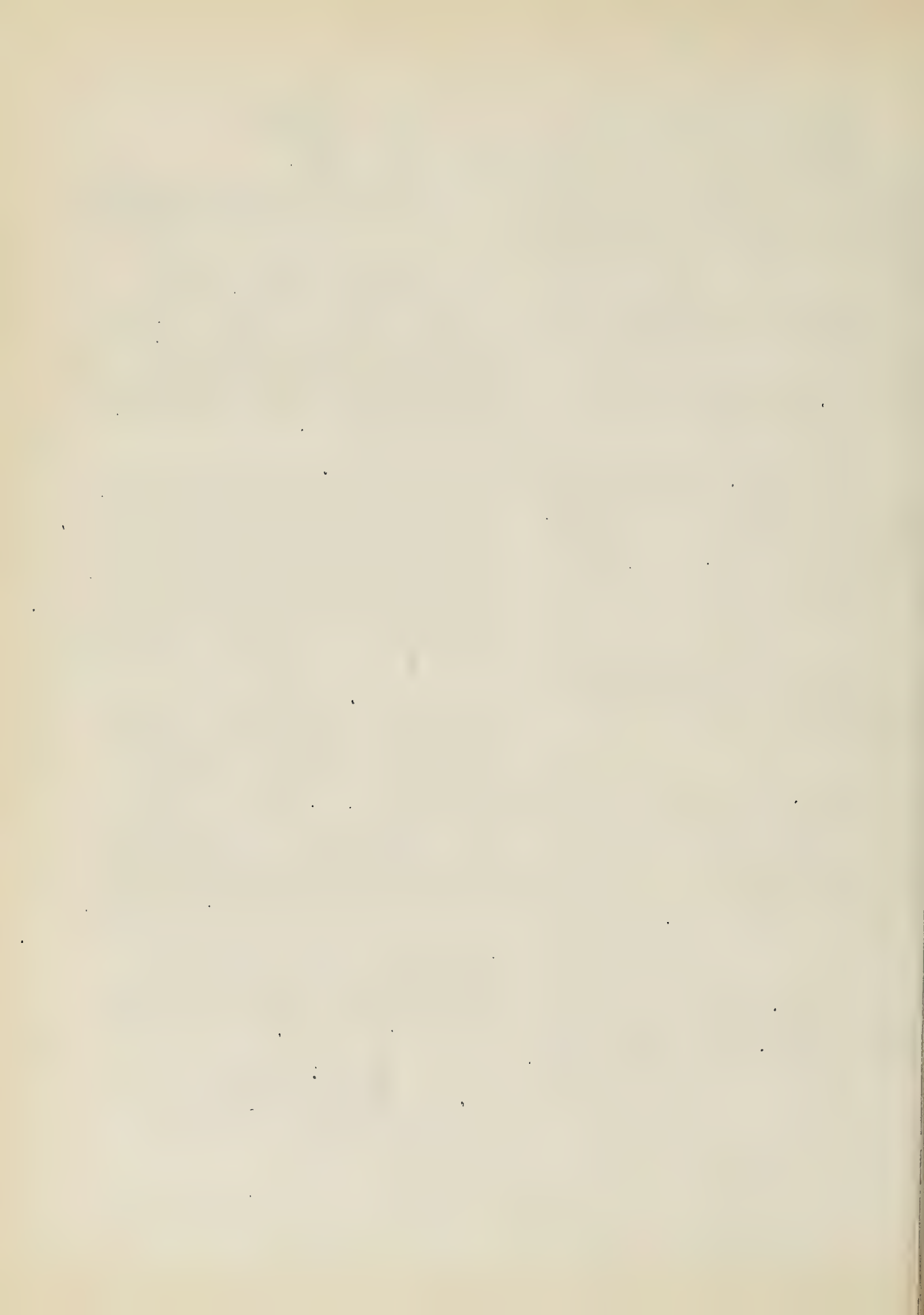
The last social meeting, a picnic at Live Oak Park, fulfilled all expectations. Those who attended were Kathleen Bugler, Hazel Bonnelykke, Marina and Elvira Ham, Catherine Molinari and Pat Piccone. Guests were invited and everybody enjoyed themselves immensely.

Many interesting vacations are being planned by the girls. San Diego seems to be the center of attraction and several different means of transportation to the Fair are being considered. Leaving on Saturday for a weeks sojourn is Joan Adamson who will accompany Mrs. Shoolery and her family.

Our July social promises to be most interesting. We are endeavoring to secure a speaker from H. C. Capwell's Travel Bureau. It seems particularly fitting at this time and may benefit some in their choice of a locality for summer relaxation. Further details concerning this meeting will be received at a later date.

We are very pleased with the showing to date of the Raffle Ticket Sale. Boost the sale and let's put this over one hundred per cent!

Respectrully submitted
Joan Adamson
Publicity Chairman





BUSINESS WOMEN'S HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR AUGUST

CONVENTION LUNCHEON

Thursday, August 1. Hotel Leamington 12:15 P. M. 60¢

Our Club Delegates, HERMINE KRUGER and FREDa SMITH will tell us all about the Biennial Convention just held in Seattle.

Chairman: KATHRYN LAMBERT

BOOK REVIEW

Thursday, August 8, Wold Book Shop, 50 Grand Ave. 8:00 P. M.

MRS. SUE L. FRATIS, Principal of Fruitvale School will review for us "The Art of Leisure".

Chairman: ELISABETH SUTHERMAN

INFORMAL DINNER AND PROGRAM

Thursday, August 15, Pacific Telephone and Telegraph Co.
1519 Franklin St. 2nd Floor: 6:30 P. M. 45¢

Chairman: ANNA A. LIGNELL Motion pictures will be shown.

DINNER

Thursday, August 22. Hotel Leamington 6:30 P. M. 85¢

Speaker: DR. HERBERT STOLTZ, Assistant Superintendent of
Schools in charge of guidance and health.

Subject: "The School Health Program".

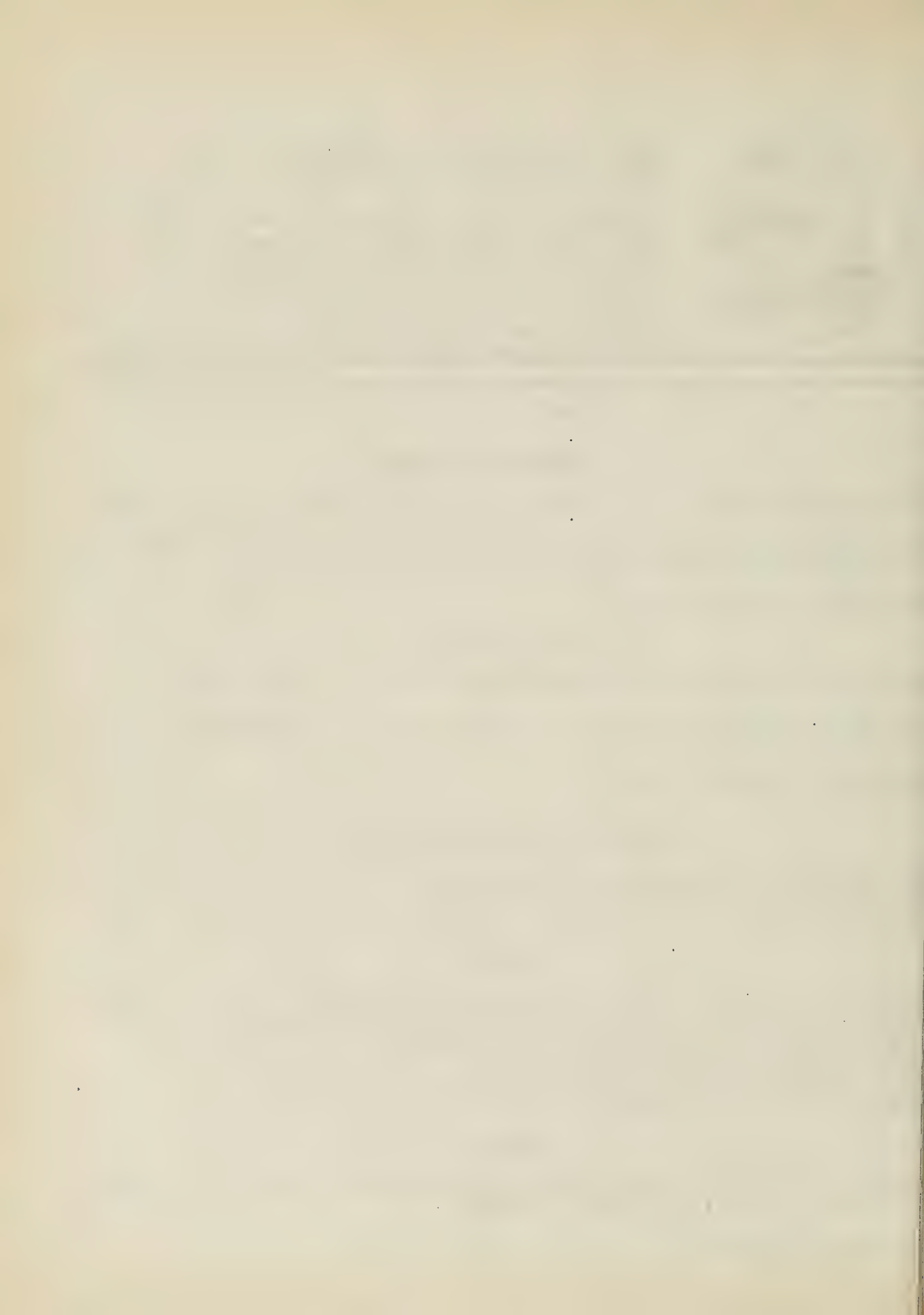
Piano selections by JOSEPHINE SWAN WHITE.

Chairman: FLORENCE BUSSELL

PICNIC

Thursday, August 29. Canoe House, Lakeside Park 6:15 P. M. 50¢
Chicken Supper! Be sure to come!

Chairman: ELSIE RAE



BUSINESS WOMEN'S ASSOCIATION
Published monthly
Oakland, Calif. \$3.00 per year

Subscription rate 60c per year

CLUB OFFICERS

Pres. Dr. Luella Stone Swauger
Vice Pres. Josephine Holly
Rec. Sec. Dr. Myrtle Poole
Cor. Sec. Blanche Stedman
Treasurer Thora Benson
Auditor Elinor Nichols

DIRECTORS

Eunice Kertell
Marie Graves
Meta Mohr
Dr. Ella McGilvery
Ella Flynn
Mabel Little

Executive Secretary
Mrs. Sarah J. Shoolery
Hotel Leamington Tel. C462

Office Hours - 12:30 to 4:00
Except Saturday

JUNIORS

Pres. Lathleen Egler
Advisor Lydia White

CONVENTION LUNCHEON

Thursday, August 1st, will give you all an opportunity to hear about the Biennial Convention just held in Seattle.

Some of us were fortunate enough to turn in on the IGO Station of the National Broadcasting System and hear the opening session of the Convention. Those of us who heard it were inspired by Mrs. Bowman's splendid talk.

Our two delegates will be prepared to tell us all about it on Thursday.

BOOK REVIEW

Miss Sherman has arranged an interesting book review for us for Thursday, August 8, when Mrs. Sue L. Fratis will review for us "The Art of Leisure".

Miss Sherman is much improved in health and will soon be back with us at our meetings.

TELEPHONE COMPANY DINNER

Miss Lignell has made arrangements for us to have dinner at the Pacific Telephone and Telegraph Company on Thursday, Aug. 15.

Those of you who attended the luncheon meeting there a few years ago will know that we will have a good dinner and afterwards we are to be entertained with some motion pictures.

DINNER, AUGUST 22.

Our Health and Recreation Chairman, Florence Bussell, will be in charge of the dinner on August 22. Dr. Herbert Stoltz, Assistant Superintendent of Schools will speak on "The School Health Program".

PICNIC

On Thursday evening, August 29, we have secured the use of the Canoe House at Lake Merritt and will hold a picnic there. We are going to serve a chicken supper and hope to have a big group present. Be sure to make your reservations in plenty of time. Elsie Rae is Chairman of this meeting.

IMPORTANT COMING EVENTS

We want to call your attention at this time to a few important events planned for September so that you will be sure and save the dates. It looks like September will be a busy month.

(See next page)

IMPORTANT COMING EVENTS, cont.

The first Bay District meeting following the State Convention will be held on Sept. 14 and 15 at Los Gatos according to word received from our Bay District President, Florence Stahl. Be sure to keep these dates open so that we can have a large representation at this meeting.

On Saturday, September 21, another Bridge Tea and Fall Fashion Show is being planned to be held at Capwell-Sullivan and Furths. We want you to be sure to help build up the attendance for this meeting. All of your friends will want tickets. Keep the date in mind, but you will hear more about it later.

A Past Officers Picnic is being planned for Sunday, Sept. 29 at the lovely home of Dora Cooley. You are all invited and the P. O.'s hope you will all come. Watch for particulars in the September Herald.

JULY MEETINGS

First, we want to thank the members who were not away on vacation during July for the way they attended our meetings. It is discouraging to be Chairman of a meeting in summer if so many of our members are away that the attendance falls down, but due to loyal support of those at home, we have enjoyed very successful meetings this past month.

The first meeting of the month was a Fellowship Luncheon, when Miss Meta Mohr of the Farmers and Merchants Bank, spoke on "A Personal Standard of Thrift". Miss Mohr gave us a most interesting definition of thrift. At this same meeting, Geraldine Dasquez, pupil of Alice Zwillinger, gave a Russian Dance. Kathryn Lambert was Chairman.

JULY MEETINGS, cont.

The second successful informal of the year was held on Thursday, July 18th at the Y. W. C. A. when fifty members and friends attended. We wish to thank Mrs. Jennie Selleck and Mrs. Nell Wisheart for the delicious cookies they donated for this meeting. Anna Lignell served as Chairman.

As the Herald is ready for the mail, we are anticipating the program arranged by the Magazine committee with Mary Lota Mitchell as Chairman. Mr. L. W. Lane, Publisher of Sunset Magazine is to speak on "Development of a Pacific Coast Magazine" with special reference to the part women have played in magazine work generally. Miss Lucile Hastings, pianist, is to play "Twelfth Hungarian Rhapsody" by Franz Liszt and "Artists Life Waltz" by Strauss-Ludwig.

At the Informal meeting, the question of the large rug in the office was discussed. It was decided to sell the rug to the best advantage and turn the proceeds over to the Loan Fund where it would continue to be used for many years to come. Miss Anna Lignell, a past President of the Club has purchased the rug and the money has been deposited in the Loan Fund Account.

Another well beloved face and form is missing from our Club roll-call in the passing of Carrie P. Kennedy. Her recent death, on July 10, 1935, without the sad interval of long illness, was for her a peaceful end to a useful and a lovely earth life. To those of us who had the privilege of friendship with her through these many years, it will be difficult indeed to think of our club without her. Of her it might truly be said "to know her was to love her". Her memory is blessed indeed.

(A small tribute from Hermine Kruger)

ALASKA TRIP

Margaret Chalmers - Jean Baird
Jessie Scott - Susanne Chalmers

We left Vancouver June 28th on the Prince Robert for the eleven day Alaska trip. On the trip stopping at the various ports familiar to all Alaska travelers - Ocean Falls, Prince Rupert, Ketchikan, Sitka, Juneau, Wrangel, Skagway and others.

Sunday, June 30th, we cruised the entire day through the many channels and canals likened by many to the Fjords of Norway and Sweden, and to us one of the outstanding memories. The day was perfect and cruising through the Fjords, among islands, with snow capped mountains in the distance, many covered with glaciers, great forests and coloring that cannot be described. Alaska is both old and new - ghost towns of the Klondyke days and growing busy cities.

Another beautiful trip was to Ben-My-Chree in Northern British Columbia, and we spent a portion of the 4th of July there, and sang appropriate patriotic songs - Star Spangled Banner and God Save the King. It is here that you can see to read at midnight (by natural light) and then see the sun rise a short while after.

Of course there would be on this trip of this kind many funny episodes. Ask Jessie Scott who was it that went to bed with her hat and shoes on, and when asked if she was "sea Sick" replied "NO! I am resting. I am on my vacation."

There is so much to see and so many things to do, that we would recommend for a perfect vacation "The Alaska Trip".

One of "The four blonds".

ROSTERS

Have you ordered your new roster yet? a roster helps you know where to buy. The charge is ~~only~~ 50¢ and this includes the up-keep. These rosters are loose-leaf and are kept up to the minute as changes in address or telephone number occur. Be sure to place your order for a roster!

NOTE OF THANKS

To the Sunshine Committee:

Indeed your greeting to me recently was full of our California sunshine, both in the beautiful flowers and in the color and warmth of the greeting. I thank you.

Your friend,

Elisabeth Sherman

"Let the world have peace for five hundred years, the aristocracy of blood will have gone, the aristocracy of gold will have come and gone, that of talent will also have come and gone, and the aristocracy of goodness, which is the democracy of man, the government of all for all, by all, will be the power that is."

-Theodore Parker, in 1846

"One day at a time! That's all it can be;
No faster than that is the hardest fate;
And days have their limits, however we
Begin them too early and stretch them too late.
One day at a time! It's a wholesome rhyme -
A good one to live by; A day at a time."

-Helen Hunt Jackson

If you wish to advertice
in the Herald, be sure to get
in touch with Mrs. Shooley.
The charge is nominal. Be
sure to read our herald ads
and whenever possible patro-
nize our club members.

If in doubt about a gift
send
FLOWERS

Morse's Flower Shop
4498 Piedmont Ave.
Pi. 0177

EUNICE FAY KERTELL, Owner

CROW CARBON AND RIBBON SERVICE

Something to crow about

528 Sixteenth St.

Oakland, California

THORA BENSON Holliday 4924

HEALD'S COLLEGE

518 - 17th St.

Day and Evening Classes
in
Accounting
and
Secretarial Subjects
Hi. 0201

"Throw away your wishbone
Straighten up your backbone
Stick out your jawbone
And go to it!"

MYRTLE R. POOLE
Chiropractor

5652 College Ave. 01. 0212

AMONG OURSELVES

Dr. McGilvery, Nell Wishart
and Thora Benson spent the Fourth
of July at Lake Tahoe.

Elsie Rae spent her vaca-
tion in Eureka, driving up the
Redwood Highway.

Lydia White has been in
Portland visiting her daughter
and family.

Our two delegates to the
National Biennial Convention,
Freda Smith and Hermine Kruger
have returned from Seattle.
Freda left a week early and
visited friends along the way
to Seattle. Hermine Kruger went
both ways by plane. After the
Convention, she joined seven
hundred other members on the
trip to Victoria B. C.

EMILIE J. BRUHNS

now with

THE HELEN & CLARE BEAUTY SHOP
382 - 19th St. Te. 9312

Complete beauty service
All competent operators

AMONG OURSELVES, cont.

Ora Mae Grigas is spending a month visiting in Eastern Canada.

Hellie C. Donchoe has been in San Diego attending the Postmaster's Convention which was recently held there.

Florence Ring has been spending some time in Capitola.

Mabel Little and Delena Randall are spending a week or so in Los Angeles.

Mr. and Mrs. Fred Bruhns have been enjoying a two week's trip to San Diego and points in Mexico.

Freda Smith wants to know if Hermine Kruger would like to borrow her little Mexican bag next time she takes a trip.

P.L. PERSONALS

Dear Pal:

Thank you so much for your kind remembrance to me. It was, indeed, appreciated.

Sincerely,

Bernice Kut

Dear Pal:

How surprised I was to receive your lovely Easter greeting in the form of a French corsage!

And now, on my birthday, there was delivered to me a box of beautiful and useful hankys, together with a wonderful Pal card.

My sincere thanks for your thoughtfulness.

Georgia Maiden

JUNIOR JOTTINGS

Program for August

August 6th - Business Meeting

August 20th - Social

Owing to the absence of several of our members, we found it necessary to dispense with our July Social. We hope that in the near future we will be able to enjoy the interesting talk which was to have been given by Mr. Phillip Solomon, of the H. C. Capwell Travel Bureau.

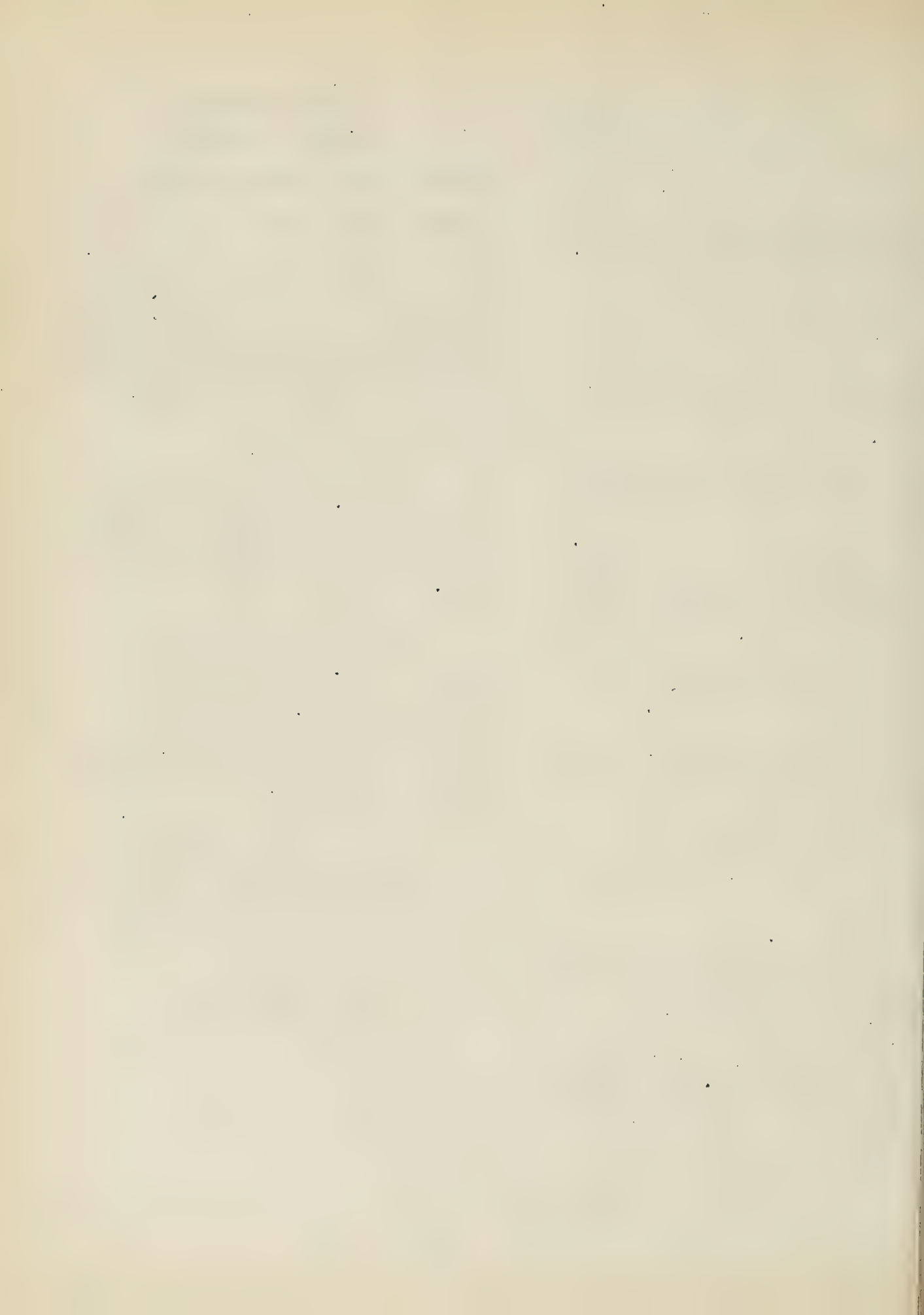
The result of the recent raffle is of interest to all of us. Marina Ham was the recipient of the lovely overnight case and we trust that Elvera's pleas for joint control of the bag will be of some avail.

The Fair at San Diego is still drawing members from our midst. Tillie and Pat are attending it now and it is probable that by the end of the season most of us will have made the trip, too. Hazel is enjoying a sojourn in the vicinity of Santa Barbara.

I wish to take this opportunity to thank my Pal for the lovely box of candy she sent me as a pre-vacation gift.

Respectfully submitted,

Joan Adamson
Publicity Chairman





BUSINESS WOMENS

HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR SEPTEMBER, 1935

60¢

LUNCHEON MEETING Thursday, Sept. 6. Hotel Leamington, 12:15 P. M.
MR. EVAN F. LOVETT, Chairman National General
Board, American Fellowship, will be our speaker.
Chairman: NELLIE DONOHUE

SEPTEMBER MORN'S PARTY Saturday, Sept. 7, 8:00 P. M. 663 - 11th, 25¢
MISS RUDOLPHINE RADIL AND MRS. JOSEPHINE SWAN
WHITE will present the LATEST BROADCAST from New York City. All club
members and friends are invited. A good time is promised.
Chairman of Refreshments: MARIE GRAVES

BOOK REVIEW Thursday, Sept. 12, World Book Shop, 50 Grand Ave. 8:00
MISS ANNA GRAEME FRASER, Principal of Woodrow
Wilson Junior High School who has recently returned from abroad will
review a late book from Europe. Chairman: ELISABETH SHERMAN

BAY DISTRICT MEETING Saturday and Sunday, Sept. 14 and 15.
Hotel Lyndon, Los Gatos. Be sure to plan to attend this meeting.
Registration fee, 25¢. Dinner, Saturday, 7:00 P. M. \$1.00;
Breakfast, Board meeting, 8:00 A. M. Sunday, 75¢; Luncheon, 1:00 P. M.
Sunday, 75¢. Round Tables, Sunday 9:30 A. M.

BRIDGE TEA AND FALL FASHION SHOW Saturday, Sept. 21, 2:30 P. M. 50¢
Capwell, Sullivan and Furth Auditorium
Tickets are on sale by the committee. Full particulars inside page.

DINNER Thursday, Sept. 26. Hotel Leamington, 6:30 P. M. 85¢
MISS LUCILE TOLLEN, Lawyer, connected with the State
Chamber of Commerce will speak on "Women's Place in the Economic
World Today." Chairman: DeETTE SPANGLER

PICNIC DE LUXE Sunday, Sept. 29, 1:00 P. M. \$1.00
At the country home of our members, DORA B. COOLEY
AND ELLEN DOCKERY near Danville. Directions on inside page.
All are urged to attend. Committee in charge: ELLA SAYLOR BROOKS,
MARY CAMPBELL, FREDA SMITH, SUSANNE CHALMERS AND JEAN BAIRD.

See inside page for further particulars about meetings.

BUSINESS WOMEN'S HERALD

Published monthly

Oakland, Calif. Te. 0462

Subscription rate 50¢ per year

CLUB OFFICERS

Pres. Dr. Luella Stone Swauger
Vice Pres. Josephine Holly
Rec. Sec. Dr. Myrtle Poole
Cor. Sec. Blanche Stedman
Treasurer Thora Benson
Auditor Elinor Nichols

DIRECTORS

Eunice Kertell
Marie Graves
Meta Mohr
Dr. Ella McGilvery
Ella Flynn
Mabel Little

Executive Secretary
Mrs. Sarah J. Shoolery
Hotel Leamington Te. 0462

Office Hours - 12:30 to 4:30
Except Saturday

SEPTEMBER LUNCHEON

Mr. Evan F. Lovett, Chairman of the National General Board of American Fellowship will outline the plans of their organization at this meeting. Mr. Lovett has carried on an extensive program and has spoken at many of the School Assemblies and also various service clubs. You will all want to hear him.

A few minutes of this meeting will be spent in voting upon a matter of interest to the club members so we urge as many as possible be present at this meeting.

Some of our members have told us of dining at "The Dinner Bell" where they had the pleasure of meeting our new member, Miss Rosa Petersen, who recently transferred to us from the San Francisco Club. We hope Miss Petersen will soon be able to meet more of our members.

BOOK REVIEW

Miss Sherman has indeed arranged a treat for us in our Sept. Book Review. Miss Anna Graeme Fraser, Principal of Woodrow Wilson Junior High School, will review for us one of the latest books from Abroad. Miss Fraser promised this meeting to Miss Sherman before she sailed for Europe so she has really planned something definitely for us and we urge a large number of our members to come to the Wold Book Shop to hear her.

BAY DISTRICT MEETING

The Quarterly Meeting of the Bay District will be held at Los Gatos at the Hotel Lyndon on Sept. 14 and 15.

An informal meeting will be held on Saturday night with dinner at 7:00 P. M. \$1.00 State President, Carolyn Weber, will be there. Ruth Comfort Mitchell will speak and possibly Kathleen Norris, also.

Board meeting at breakfast at 8:00 A. M. Sunday morning. 75¢

Round Tables begin at 9:30 A. M. Registration 25¢. Our own DeEtte Spangler will be in charge of one of the Round Tables.

Business meeting at 11:00 A. M.

Luncheon at 1:00 P. M. 75¢. At this meeting there will be a speaker you dare not miss.

Make your plans to attend this meeting in Los Gatos. Please make your reservations early with Mrs. Shoolery.

We have been asked to call your attention in this bulletin to the fact that the Operalogues given by Miss Rudolphine Radil and Mrs. White at the latter's studio will begin in October. Many of our club members look forward with eager anticipation to these musical treats of Sunday afternoons.

SEPTEMBER MORN'S PARTY

It would never do to start our Fall Activities without our annual September Morn's party which will be held this year at the Studio of Mrs. Josephine Swan White, 663 - 11th St. on Sept. 7. at 8:00 P. M.

To the newer members, we would explain that the September Morn's are that group of "peppy" club members whose birthdays come in the month of September.

This year a most novel and interesting program has been arranged, but sh - - it is a deep dark secret. Come and find out all about it.

BRIDGE TEA AND FALL FASHION SHOW

The committees are busy with preparations for a Bridge Tea and Fall Fashion Show to be held at the Capwell, Sullivan and Furth Auditorium on Saturday afternoon Sept. 21 at 2:30 P. M.

As Miss Scott told you at the meeting at the Telephone Company, this party is a real opportunity. First, the Fashion Show is alone worth fifty cents. We business women must know what to wear. Secondly, the bridge party is worth fifty cents. Then the refreshments will be a bargain at fifty cents and of course you will win a prize worth more than fifty cents so each one is going to get \$2.00 worth of pleasure for each 50¢ ticket.

The committees have been appointed as follows: General Chairman, Marion Dougherty. Tickets: Myrtle Poole, Jessie Scott, Mary Barmby, Thora Benson, Freda Smith, Alice Irwin, Anna Louise Keck, Jessie Frost, Nellie Donohoe, Marie Graves, May Schuler and Myrtle Parrish. Table and Door Prizes: Meta Mohr, Olive Cathcart and Iva Havlin.

BRIDGE TEA, cont.

Hostess Committee: Chairman, Jane Patterson, Delena Randall, Matilda Wigger, Jennie Selleck, Margaret Chalmers. Tallies, Cards and Pencils, Anna Lignell and Nell Wishart. Publicity, Blanche Walsh.

PICNIC DE LUXE

The picnic on Sept. 29 at the country home of Dora Cooley and Ellen Dockery is being arranged by the Past Officers.

Many plans have been made for this picnic by our beloved Chairman of the P. O.'s for many years, Carrie Kennedy, and every effort is being made by the committee to carry out the plans as she had made them.

At the last picnic held at Bess Clow's the P. O.'s voted \$50.00 toward the Student Loan Fund. They have always stood by ready to assist the club in any worthwhile project and now they wish to replenish their funds which they always hold in readiness. They ask the support of all of the club members to attend this picnic and boost their fund. A part of the \$1.00 which is being charged for the dinner will go into the Past Officer's Treasury.

At this time all who are eligible to be P. O.'s and are not already members will be initiated into that organization.

Go out the Tunnel Road to Walnut Creek. Turn to the right in Walnut Creek on the Danville Road. Go about 4 miles to Alamo, then straight on until you see the greenhouses and sign of Sunset Nursery on the left side of the road. The next place is the picnic. Look for the ox yoke hanging over the entrance. Drive in. Reservations must be made early so phone them in to Mrs. Shoolery by Thursday, Sept. 19, please.

AUGUST LUNCHEON

At the August Luncheon, our delegates to National Convention, Miss Hermine Kruger and Miss Freda Smith told of their trip and of the interesting meetings they attended. Miss Smith's report was printed in full in the Tribune of July 28, and is posted on the bulletin board in the Club office.

Miss Kruger brought back a number of souvenirs of the various meetings and they are also in the club room for the members to look over.

The following Resolution was adopted by the Oakland Club with direction to ask its adoption by the Bay District Clubs in September at Los Gatos.

WHEREAS, the Business and Professional Women of California are deeply interested in the prevention of war among the nations of the world, believing it to be a strong deterrent to the progress of civilization, a useless waste of human life, that it produces economic chaos, and is futile as a means to end war; and

WHEREAS, certain legislation has been proposed in our national Congress having as its object the prevention of war:-

BE IT RESOLVED, that we, the members of the Business and Professional Women's Clubs composing the Bay District of the California Federation of B. P. W. Clubs, do strongly urge the Congressmen of our State to give their most earnest and careful attention to all proposed legislation looking toward the prevention of war, and to make every effort to find means of accomplishing such purpose, assuring them that organized business and professional women are looking to them to render this great service to humanity.

AUGUST BOOK REVIEW

Due to so many of our members being away on vacation, it was a small group who heard the interesting book review given at the Wold Book Shop on August 8, by Mrs. Sue L. Fratis, Principal of Fruitvale School. Mrs. Fratis reviewed "The Art of Leisure" and those who were unable to attend missed a most interesting and instructive evening.

INFORMAL DINNER

Seventy five of our members and friends enjoyed an informal supper at the dining room of the Telephone Company on August 15. After a lovely supper, four reels of interesting talking movies were shown and those who wished made a tour of the building with competent guides to show them points of interest. We were truly grateful for a pleasant evening.

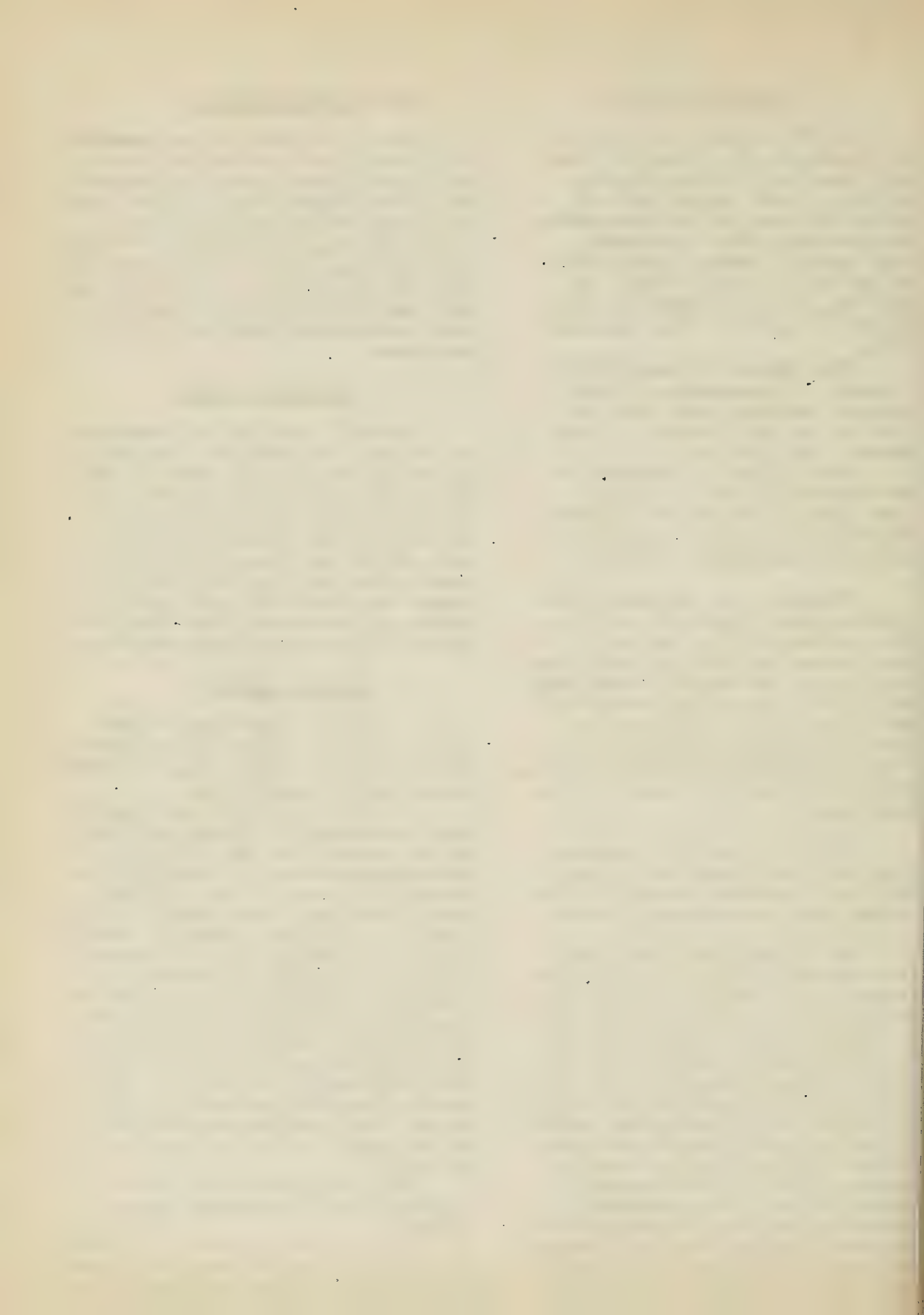
AUGUST DINNER

A most interesting dinner meeting was arranged by our Health and Recreation Chairman, Florence Bussell, for August 22.

Dr. Herbert Stoltz, Assistant Superintendent of Schools, spoke on the School Health Program. The program today is vastly different than many of us realize for it does not mean simply taking care of a child's physical needs. Today, the School Health Program is to a large extent one of guidance striving in every way to assist the children to overcome any abnormal tendencies and fit in to the present social order so that they may grow up to be successful men and women. We hope we may have another opportunity in the near future to hear Dr. Stoltz.

Mrs. Josephine Swan White played several selected piano solos.

A vote of thanks was given to Mr. and Mrs. Morgan who have just had our piano tuned and put into good condition.



HEALD COLLEGE

518 - 17th St. Hi. C201

Day and Evening Classes
in
Accounting
and
Secretarial Subjects

PAL PERSONALS

Dear Pal:

The lovely flowers that you sent me on my birthday brightened my room for a whole week. It was sweet of you to send them and I thank you.

Jessie Frost

To my Pal:

So many times I have thought of writing to thank you for my lovely Easter gift, then I would find that it was too late to get my note into the Herald. The other evening when I returned from the Club dinner I found the lovely handkerchiefs sent me for my birthday so now I want to say "thank you" and a very hearty one, for both of these dainty gifts.

I will enjoy them so much and will think of and wonder who the nice person is who sent them, every time I use them.

Very sincerely,

Jean D. Baird

DO YOU KNOW why you need one of the new loose-leaf rosters? In the past two months since the first rosters were made, there have been sixteen changes or additions. Order your copy today! 50¢ including refills.

ATTENTION, ROSTER OWNERS

If you own a roster, be sure to watch in your Herald for new enclosure slips. You know these rosters are kept up to date each month and be sure to enter your new pages as you receive them. Wherever possible, new members will be added to pages already in roster so as not to crowd the book. In that case, be sure to remove old page when adding new one.

Be sure to patronize the club members who advertise in the Herald.

EMILIE J. BRUHNS

with

THE HELEN & CLARE BEAUTY SHOP
382 - 19th St. Te. 9312

Complete Beauty Service
Competent Operators

"Great pilots are made in
rough waters and deep seas."

MYRTLE R. POOLE

Chiropractor

Graduate Palmer School

COOK, MRS. JEAN
Manager
West Coast Printing Co.
471 - 4th St.
Hi. 2658

MYRON, MRS. ROBERTA
Milliner
Designing and Remodeling
Room 349, Hotel Leamington
Hi. 2525

We are glad to welcome
these new members.

NEW MEMBERS

BARNDOLLAR, MRS. GLADYS
Proprietor
Direct Mail Advertising
701 Tribune Tower
Gl. 3808
Res. 4620 Dolores Ave.
Fr. 6301-W

We will all be glad to
greet Mrs. Barndollar again
as a club member.

IRWIN, MISS RHOBIE
Metropolitan Life Ins. Co.
25 Taylor St.
San Francisco, Tuxedo 2010
Res. 612 - 24th St.
Hi. 3637

PETERSON, MRS. VIOLET
Stenographer
Oakland Crematorium and
Columbarium
4401 Howe St. Pi. 1288
Res. 85 Glen Ave. Apt. 1.

Miss Irwin and Mrs.
Peterson come to us as trans-
fers from the Oakland Junior
organization.

STUT, MISS BERTHA
Social Welfare
The American Red Cross
735 Adeline St.
La. 4865

Miss Stut transfers to
us from the Sandpoint, Idaho
club.

If in doubt about a gift
send
FLOWERS

Morse's Flower Shop
4498 Piedmont Ave. Pi. 0177

EUNICE FAY KERTELL,
owner

AMONG OURSELVES

Bird Wilson is home again
after a visit to Los Angeles
and a trip through the mountains
visiting Fallen Leaf Lake and
Mt. Lassen.

Bess Clow has returned from
a vacation to Lake County.

Elsie Beaumont has been
spending about a month visiting
relatives in Portland, Oregon.

Karin Johnson attended the
San Diego Exposition during July.

Lea Brunquist had a delight-
ful trip to Denver, Colorado,
including Grand Canyon, Zion
National Park and Bryce Canyon
on her trip. While in Denver
she took delivery of a new car
which she had ordered in Oakland.

THE UNIVERSITY OF CHICAGO
LIBRARY
1100 EAST 58TH STREET
CHICAGO, ILL. 60637
U.S.A.

THE UNIVERSITY OF CHICAGO
LIBRARY
1100 EAST 58TH STREET
CHICAGO, ILL. 60637
U.S.A.

THE UNIVERSITY OF CHICAGO
LIBRARY
1100 EAST 58TH STREET
CHICAGO, ILL. 60637
U.S.A.

THE UNIVERSITY OF CHICAGO
LIBRARY
1100 EAST 58TH STREET
CHICAGO, ILL. 60637
U.S.A.

THE UNIVERSITY OF CHICAGO
LIBRARY
1100 EAST 58TH STREET
CHICAGO, ILL. 60637
U.S.A.

It's SURE - - It's PERMANENT

Deposit moderate amounts with NEW YORK LIFE during your EARNING years, to receive a CERTAIN, DEFINITE monthly income

AS LONG AS YOU LIVE

Lea Brunquist Th. 1404
228 Latham Square Bldg.
Gl. 1360

Meta Mohr spent two weeks at Feather River in the early part of July.

Mrs. Nellie Donohoe left on August 22 on an extended trip. She went first to Los Angeles where she was the guest of honor at a banquet given by the Los Angeles Civic Political Science Club on August 23. From there she has gone to Chicago to attend the National Postmaster's Convention.

Mary Campbell spent a few weeks of July visiting at Niles.

Ella Saylor Brooks spent the last two weeks of August at Alturas and Mt. Lassen.

Mrs. Lenora Estell Herman left the middle of August to attend the All American Schools Convention in St. Louis. She went by way of Los Angeles and San Diego. From St. Louis she plans to go to Chicago to attend the National Convention of Cosmetology. She plans to return via Boise, Idaho and other points.

Ella Flynn has been enjoying a trip to Crater Lake, going as far North as Vancouver, B. C.

AMONG OURSELVES, cont.

Mr. and Mrs. Homer Buckley are among those who have recently attended the Exposition in San Diego.

Mrs. M. B. Graham has been missed from our meetings this past month while she has been on vacation. She also attended the San Diego Exposition.

Anna Lignell and her aunt have been to Carmel, Monterey, Los Angeles and San Diego for a week. They then spent a week resting at the cottage of Dr. McGilvery at Clear Lake.

Mr. and Mrs. Norton J. Morgan left on August 30 for a two weeks trip north, going up the Redwood Highway.

Dr. Ella McGilvery and Nell Wishart spent the Labor Day holiday at Mt. Lassen.

ANOTHER NEW MEMBER

KASER, MRS. EURSULA E.
Manager
Women's City Club or Oakland
1428 Alice St.
Gl. 6682

To my Pal:

You made my birthday a very happy one and I wish to thank you for the lovely gift. I will be looking forward to Christmas time when I can find out who you are and thank you personally.

Very sincerely,

Myrtle Parrish



BUSINESS WOMENS HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR OCTOBER, 1935

LUNCHEON

Thursday, October 3, Hotel Leamington, 12:15 P. M. 60¢
Speaker: MISS WIN LOUTHAIN, Radio Artist, K Y A who will tell
us about D.A.W.N.
Chairman: NELLIE DONOHUE

INFORMAL

Thursday, October 10, at the home of FREDA SMITH, 3027 Capp St. 50¢
6:30 P. M. A real home cooked dinner!
Chairman: ANNA A. LIGNELL.

BOOK REVIEW

Thursday, October 17, World Book Shop, 50 Grand Ave. 8:00 P. M.
"An Evening of Art" by DR. AND MRS. H. G. CHAPPEL
Chairman: ELISABETH SHERMAN

EDUCATION DINNER

Thursday, October 24, Ball Room, Hotel Leamington, 6:30 P. M. 85¢
"CENTRAL TRADE SCHOOL EXPOSITION" directed by
MR. WILL C. MATHEWS, Principal of Central Trade School
Twenty-five trades in actual operation.
Music will be presented by a string trio under the direction
of MR. GLENN WOODS.
Tickets on sale at club office or with committee. Buy them now!
Chairman: ELSIE DEAUMONT

SECOND ANNUAL INVESTMENT IN YOUTH BREAKFAST

Sunday morning, November 3, 9:45 A. M. Women's City Club 1428 Alice St.
A most interesting program is being arranged.
MISS LUCILLE HASTINGS will give selected piano solos.
The price will be \$5.00 which includes your breakfast and your
subscription to the Vocational Loan Fund. Full particulars inside.
Chairman: ELSIE WOOD

BUSINESS WOMEN'S TRIBUNE

Published monthly

Oakland, Calif. Te. 0462

Subscription rate 50¢ per year

CLUB OFFICERS

Pres. Dr. Luella Stone Swauger
Vice Pres. Josephine Holly
Rec. Sec. Dr. Myrtle Poole
Cor. Sec. Blanche Stedman
Treasurer Thora Benson
Auditor Elinor Nichols

DIRECTORS

Eunice Kertell
Marie Graves
Meta Mohr
Dr. Ella McGilvery
Ella Flynn
Mabel Little

Executive Secretary
Mrs. Sarah J. Shoolery
Hotel Leamington Te. 0462

Office Hours - 12:30 to 4:30
Except Saturday

LUNCHEON, OCT. 3.

At this meeting we will hear about D.A.W.N., a women's organization founded here in Oakland. "D.A.W.N. is an organization which answers world needs, providing an Educational Recreation." Miss Win Louthain, radio artist, who conducts "The Home and Style Forum over K Y A will be the speaker. The Honorary Chairman of D.A.W.N. is Mrs. Donohoe.

INFORMAL

We have been invited to the home of Freda Smith for our October Informal Supper. The price will be 50¢ and we will serve a real home cooked dinner. The address is 3027 Capp St. and the time is 6:30 P. M.

BOOK REVIEW

We know you will all look forward to the program which Miss Sherman has arranged for October 17 at the Wold Book Shop.

Dr. Chappel will show and tell us of the Hawaiian wild flowers, painted by Mrs. Chappel during the summers spent by them in the Islands.

EDUCATION DINNER

At the dinner meeting on October 24 in the Ball Room of the Hotel Leamington, you will have an opportunity to see the type of work that is being done at the Central Trade School.

This unusual school offers to the young people and to adults of this community opportunities to prepare themselves for trade and industrial occupations.

In the ballroom adjoining the banquet room of the hotel there will be displayed twenty-five booths, each representing a different trade. In these booths will be young men and women demonstrating the skills they have learned.

As part of the dinner program, a string trio of the Oakland Public Schools, under the direction of Mr. Glenn Woods, will furnish some musical numbers.

Tickets will be on sale for this dinner immediately. The Central Trade School is going to an immense amount of work to make this a real exposition and we know that there are many other organizations who will want to avail themselves of tickets to see this interesting demonstration.

Tickets will be available at the club office or from any member of the committee: Elsie Beaumont, Esther Goodwin, Georgia Maiden, Louise Schmits, Daisy Short and Rose Burckhalter.



SECOND ANNUAL INVESTMENT IN
YOUTH BREAKFAST!

Many of our members made an investment in youth in October of last year when they attended the breakfast given for the Loan Fund.

Now is the time to declare the dividends on this investment and to reinvest so that more dividends may be forthcoming.

Dividends will be distributed by giving you real examples of the use this money has been given and by affording you an opportunity to meet some of these fine young people whom you have helped along the way to success.

This Loan Fund as all older members of the club know has been in existence the past ten years. Club members have subscribed a total of \$1532.50 which has already loaned \$3726.00. The money is always in use and the return is more and more successful.

This year the breakfast will be held at the Women's City Club at 9:45 A. M. on Sunday morning, November 3. As last year, the price will be \$5.00 which includes your breakfast and your subscription to the Vocational Loan Fund.

A fine program is being arranged by the committee, Elsie Wood, Delena Randall, Jessie Scott, Mary Barmby, Hermine Kruger and Dr. Swauger.

Piano selections will be given by Miss Lucille Hastings, who played for us so beautifully at the Magazine Dinner last summer.

HEALD COLLEGE

518 - 17th St. Hi. 0201

Day and Evening Classes
in
Accounting
and
Secretarial Subjects

BAY DISTRICT MEETING

More than twenty Oakland Club members attended the first Bay District meeting of the year held at Los Gatos, Sept. 14 and 15.

On Saturday evening, Ruth Comfort Mitchell gave the address.

Sunday morning began with a breakfast, followed by round tables on Finance, Health and Transportation, Membership and Emblem, Legislation, Public Relations, Education and Research, Publicity and Magazine, and International Relations. Our own DeEtte Spangler is Finance Chairman for the Bay District.

The general session and business meeting was held at 11:30, with Miss Florence Stahl, Bay District President, presiding. At this session, the resolution adopted by the Oakland Club at the August Luncheon and printed in the last issue of the Herald, was presented and it was recommended that the various club presidents take it back to their individual clubs, urging its adoption.

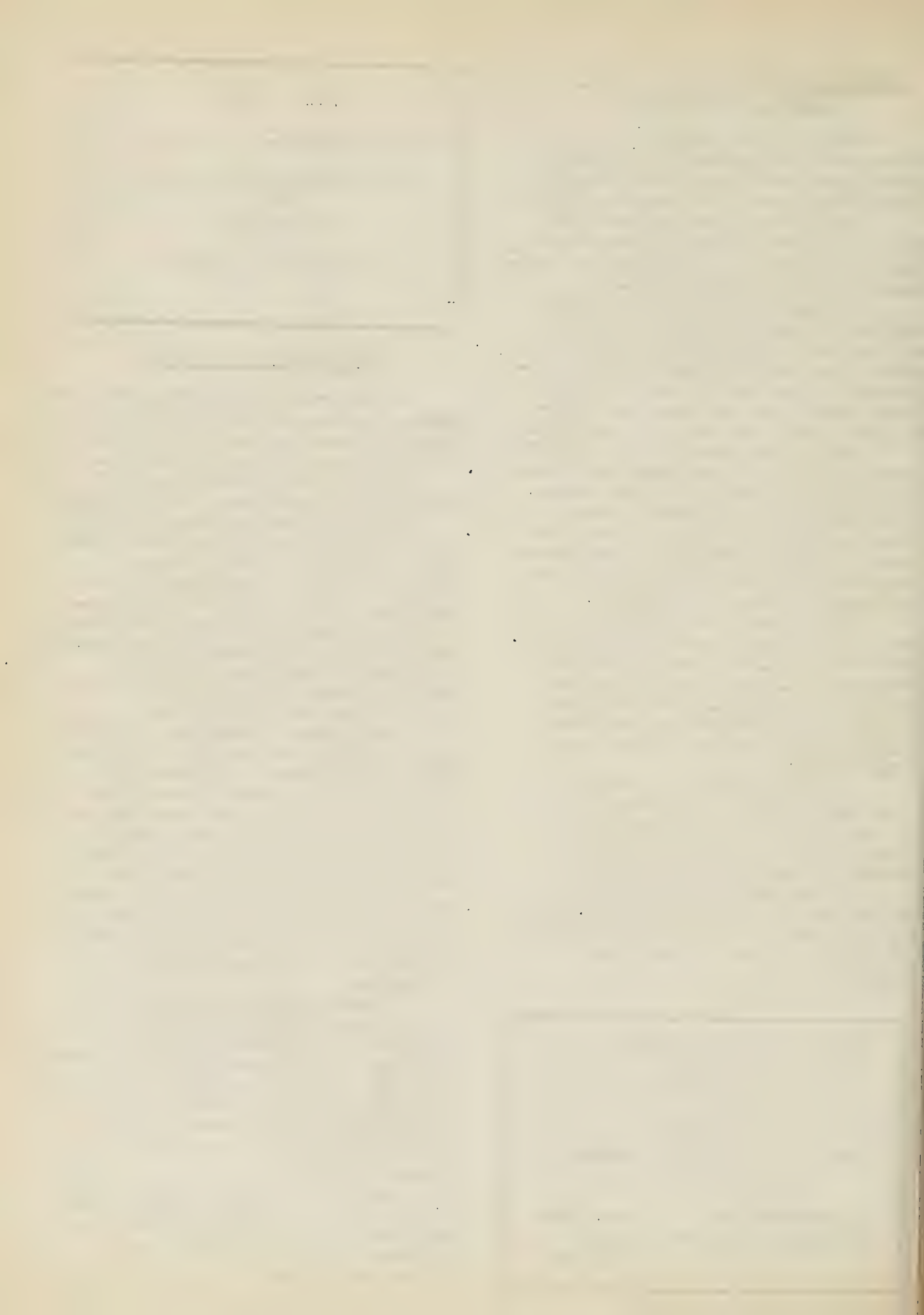
Luncheon was held at 1:00 P. M. Mrs. Belle Loewenstein, National Parliamentarian, who has recently transferred her membership to the San Francisco club was the speaker. Now that Mrs. Loewenstein is located in the Bay District, we hope to hear from her often.

All felt that the Bay District was started toward a successful year, judging from the enthusiasm displayed at the first meeting.

FUTURE VACATIONS WITH PAY
through
LIFE INSURANCE
and
ANNUITIES

See your own club member

LEA BRUNQUIST Th. 1404
228 Latham Square Bldg.
Gl. 1360



SEPTEMBER MORN'S PARTY

On Saturday, Sept. 7 at 8:00 P. M. a large group of club members enjoyed the annual September Morn's Party. A splendid program was presented by Miss Radil and Mrs. White with Miss Radil impersonating Major Bowes and presenting an Amateur hour. We have heard that the only criticism offered was that all good things have to end and that everyone felt sorry when it was time to go home. The only consolation in that is that we can live in hopes of another invitation for next year.

SEPTEMBER BOOK REVIEW

It is too bad that a single member of our club had to miss the book review held on Sept. 12, when Miss Anna Graeme Fraser reviewed "The Next Five Years" a book recently released in England. There are many points in such a book which we can apply to ourselves and as business women, we should keep ourselves informed along such lines. We know many of you will read this book as soon as you can secure it.

NEW BOOKS

Our club library has been increased by the following books donated by Dr. Luella S. Swauger:

"War is a Racket"
Smedley D. Butler
"Years are so Long"
Josephine Lawrence
"Paths of Glory"
Humphrey Cobb
"Modern Art"
Thomas Craven

"Great pilots are made in rough waters and deep seas."

MYRTLE R. POOLE

Chiropractor

Graduate Palmer School

CROW CARBON AND RIBBON SERVICE

Something to crow about

528 - Sixteenth St.

Oakland, California

THORA BENSON

Ho. 4924

BRIDGE TEA AND FALL FASHION SHOW

Over a hundred club members and friends gathered in the Auditorium of Capwell Sullivan and Furth's on Saturday, Sept. 21 at our Bridge Tea and Fall Fashion Show. All enjoyed a delightful afternoon.

The committee wishes to thank all of the members who so kindly contributed table and door prizes.

Ella Saylor Brooks
Eunice Kertell
Whitthorne & Swan
Dr. Luella Swauger
Karin Johnson
Effie Barnes
Teresina Morgan
Mary Campbell
The Yellow Lantern
The Wold Book Shop
I. Magnin & Co.
Capwell, Sullivan & Furth
Myrtle Poole
Mabel Little
Blanche Stedman
Meta Mohr
Dr. Ella McGilvery
Marion Dougherty
Elinor Nichols
Marie Graves
Jessie Frost

Thanks is also given to the members for their support in selling tickets and making our party a success.

Be sure to read the Herald advertisements.

If in doubt about a gift
send
FLOWERS

Morse's Flower Shop
4498 Piedmont Ave. Pi. 0177

EUNICE FAY KERTELL,
Owner

NEW MEMBER

ED. MARIO BROWN
Vice Principal in charge of
Guidance
University High School
Ol. 4150
Res. 1631 Alameda Ave.
Alameda Al. 1017-J

Have YOU ordered YOUR loose-
leaf roster yet? Rosters are made
up to order and are kept up to
date by the addition of new
sheets. Price 50¢ including re-
fills.

AMENDMENT TO BY-LAWS

The following amendment to
our By-Laws has been proposed by
our Directors, and is presented
by the Revisions Committee to be
voted upon by the club members
at the meeting of October 3.

That Section 4 of Article
III. be repealed. Said Section
reading as follows:

"Sec. 4. Any member of
the Junior section of this club
applying for membership in this
club must present evidence of
membership in good standing as
a Junior for two successive
years immediately preceding ap-
plication and be satisfactory
to the Membership Committee of
this club. The dues for a
Junior upon entering the Senior
club shall be the regular senior
club dues, but the initiation
fee shall be two-thirds of the
initiation fee charged Seniors."

That Section 5 of Article
III. shall then be numbered
Section 4 and Section 6 of
Article III. shall be numbered
Section 5.

Bird M. Wilson
Chairman
Revisions Committee

ATTENTION, ROSTER OWNERS

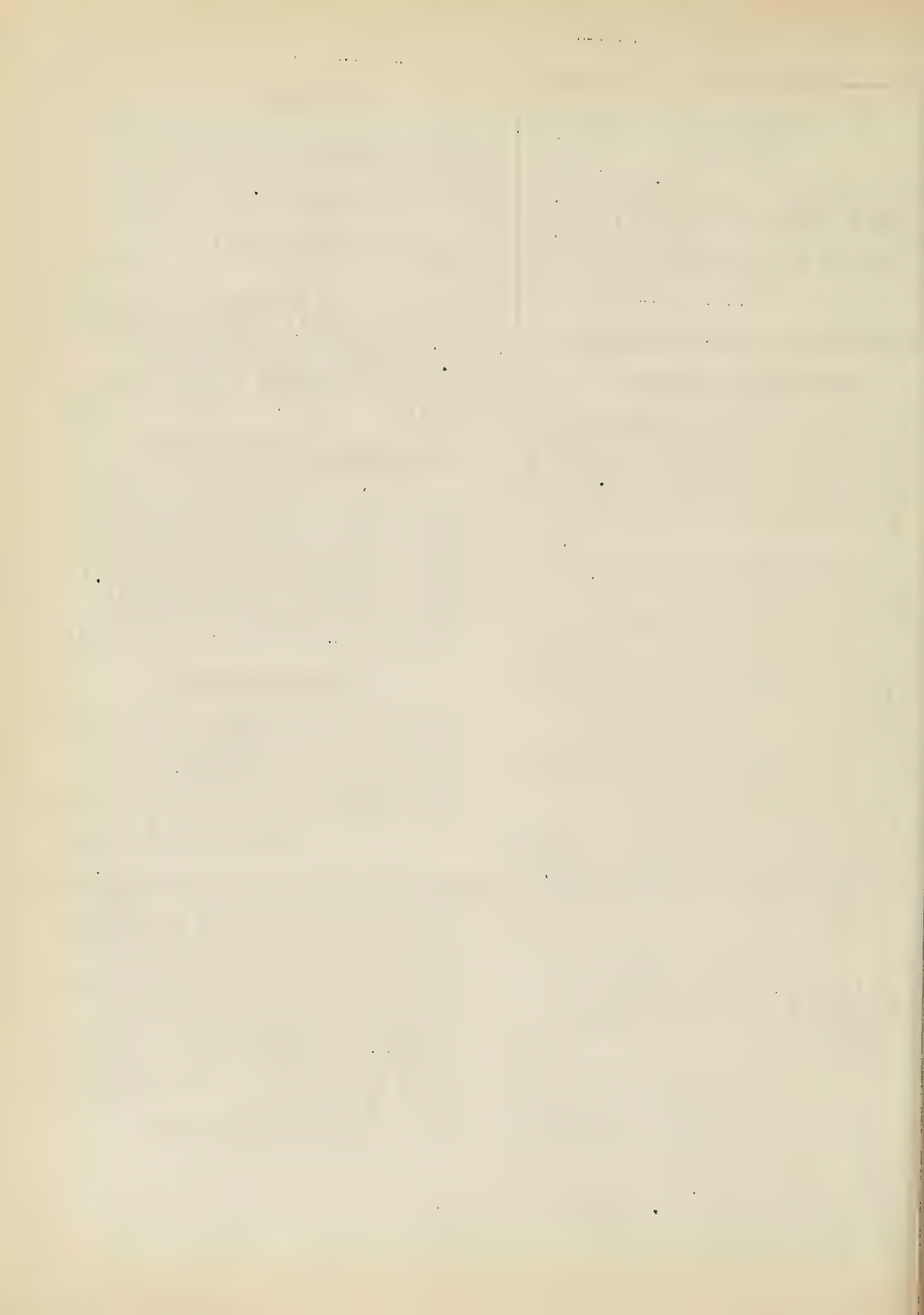
Be sure to enter your new
sheets which are enclosed with
your Herald. This month, add
Mrs. Ursula Kaser and Dr. Marion
Brown and remove Alice Kirkland,
Anna Kennedy, Alice Dougherty,
and Florence Ring. The other
changes will be self-explanatory.

PAL PERSONALS

Dear Pal: Many many thanks for
the lovely birthday gift. It
pleased me very much and I take
this method of conveying my
thanks until the time comes when
I can thank you in person.
Margaret L. Chalmers

Dear Pal: Please accept my heart-
felt thanks for the very lovely
gift you sent me on my birthday.
It suits me down to the ground,
and I am looking forward to the
time when I can have the pleasure
of telling you personally just
how much I appreciate it and the
charming corsage I had the joy
of wearing at our "New Years"
party, --and I'm not forgetting
the cards, either!
Ann Z. Machin

Would you like to advertise
in the Herald? If so, get
in touch with Mrs. Shoolery
for full particulars.





BUSINESS WOMEN'S HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR NOVEMBER, 1935

LOAN FUND BREAKFAST

Sunday, November 3, Women's City Club; 1428 Alice St. 9:45 A. M.

Chairman: ELSIE WOOD

BOOK REVIEW

Thursday evening, November 7, World Book Shop, 50 Grand Ave. 8:00 P. M.
MR. NORTON J. MORGAN will review several books for us.

Chairman: ELISABETH SHERMAN

ARMISTICE DAY LUNCHEON

Monday, November 11th, Hotel Oakland, 12:15 P. M.

88¢

Joint meeting with other organizations.

Guest of Honor and Speaker: MAJOR GENERAL PAUL B. MALONE.

Please make your reservations immediately for this meeting.

STATE BOARD MEETING

Saturday and Sunday, November 16th & 17th. Fresno

Saturday night dinner speaker: DR. HUBERT PHILLIPS, Dean of
Fresno State College. Topic: "The California Constitution."

Sunday Luncheon Program: Forum Discussion led by
DR. FLORENCE MAY MORSE, "How can the Unemployed Woman of 40 and
past be vocationally adjusted."

For further particulars, rates and reservations, call Te. 0462

THANKSGIVING DINNER

Thursday, November 21, Castillian Room, Hotel Leamington \$1.10

AMERICAN INDIAN PROGRAM of Songs, Legends and Dances in costume
Led by RED HORSE, Cherokee Indian

INDIAN INTERPRETATION by MARTINA COSTA, American Indian girl.

MRS. DANE COOLIDGE will give a short talk on the American Indian
in the West.

Chairman: ALICE G. MOORE

THE JOURNAL OF THE
ROYAL ANTHROPOLOGICAL INSTITUTE



OFFICERS

Pres. Dr. Luella Stone Swauger
Vice Pres. Josephine Holly
Rec. Sec. Dr. Myrtle Poole
Cor. Sec. Blanche Stedman
Treasurer Thora Benson
Auditor Elinor Nichols

DIRECTORS

Eunice Kertell
Marie Graves
Meta Mohr
Dr. Ella McGilvery
Ella Flynn
Mabel Little

Mrs. Sarah Shoolery,
Executive Secretary
Hotel Leamington Te. 0462

LOAN FUND BREAKFAST

As the Herald is ready for the mail, members are looking forward to the Vocational Loan Fund Breakfast to be held November 3. Full results will be given in the next Herald, but the Trustees are sure that the fund will be substantially increased by the way reservations have been received at this time.

LUNCHEON

Instead of having our usual luncheon meeting on Thursday this month, we will unite with other local organizations in a joint Armistice Day Luncheon to be held at the Hotel Oakland, Monday, November 11th.

BOOK REVIEW

Mr. Norton J. Morgan has kindly consented to give us a book review on November 7. He will review "Autobiography of John Hayes Hammond" which he recently donated to our club library, "Mary Queen of Scots" by Anthony Zweig, "Valley People" by Frances Marion and "Autobiography of Mrs. Leland Stanford" by Bernor.

THANKSGIVING DINNER

This year we are to have an unusual privilege at our Annual Thanksgiving dinner when we will entertain some of the first Thanksgiving Day guests. Alice Moore, Chairman of the program, has arranged to present a program fitting to the occasion with real Indian music and dancing.

OPERA REVIEW

Mrs. Josephine Swan White has asked that the members be informed that the Opera Review which was to have been presented at her studio on November 10th will be given at the home of Mrs. Bertha Watters, 3834 Balfour, just off Lake Shore.

Miss Rudolphine Radil will review "La Juive" by Halvey. This Opera will be given this year by the San Francisco Opera Company for the first time on the Coast. As it is a rather difficult opera to follow, those who hear Miss Radil will be better able to enjoy it later in the season.

OCTOBER INFORMAL

A large number of club members and friends enjoyed the hospitality of Freda Smith's home for our October Informal. The best proof of the success of our Informals is the constantly increasing attendance. Due to the busy Holiday Season now coming on, we will have to wait until January for the next Informal.

FOUND at the Informal at the home of Freda Smith, one fountain pen. Owner may secure same from Mrs. Shoolery.

Have you ordered your ROSTER yet? Those who have rosters, be sure to enter the new pages enclosed with your Herald. Phone numbers and addresses are constantly being changed and each of you should have one of the new rosters which are kept up to date each month. Price 50¢, including upkeep. Order yours now!

M. DeNEALE MORGAN STUDIO
Lincoln Street, Carmel
near La Ribera Hotel

VISITORS WELCOME

Groups of small paintings on
display

Oils - Temperas - Pastels -
Monotypes

Suitable for Holiday gifts
Reasonably priced. Phone 264

"EVENING OF ART"

As our book review chairman
so aptly worded it, we had a
really lovely "Evening of Art"
at the Wold Book Shop, on Octo-
ber 17.

Dr. Chappel told us of the
wild flowers of Hawaii and il-
lustrated his talk with the
lovely paintings done by Mrs.
Chappel during the time spent
by them in the Islands.

HEALD COLLEGE

518 - 17th St. Hi. 0201

Day and Evening Classes
in

Accounting
and

Secretarial Subjects.

Do you wish to advertise in
the Herald? Call Mrs. Shoolery
for rates. One member reported
several direct answers to her
advertisement last month.

Dr. Luella Stone Swauger
wishes to take this opportunity
to thank the club members for
the lovely flowers, their
messages and kindness during
the recent illness of Mr.
Swauger.

EDUCATION DINNER

One of the outstanding pro-
grams of the year was held on
Thursday, Oct. 24, when the Edu-
cation committee presented a
"Central Trade School Exposition"
in the ball room of the Hotel.
Two hundred members and friends
enjoyed this interesting and
educational evening.

We all appreciate the fine
work done by those who worked to
sell the tickets, Elsie Beaumont,
Gladys Barndollar, Louise Schmits
and Esther Goodwin.

The Faculty and Students of
the Central Trade School worked
untiringly to set up the Exhibits
and to make the program worth-
while.

Vocal Solos were given by
Mrs. Joseph Bem, accompanied by
Mrs. Williams. During the dinner,
a string trio from the Oakland
High School played various num-
bers.

Mr. Matthews, Principal of
Central Trade School spoke brief-
ly on the work being done at the
school and of the need it is
filling in this community.

The rest of the evening was
spent in viewing the exhibits.
It was an evening long to be re-
membered.

Be sure to patronize the
members who advertise in the
Herald and mention that you saw
their advertisement.

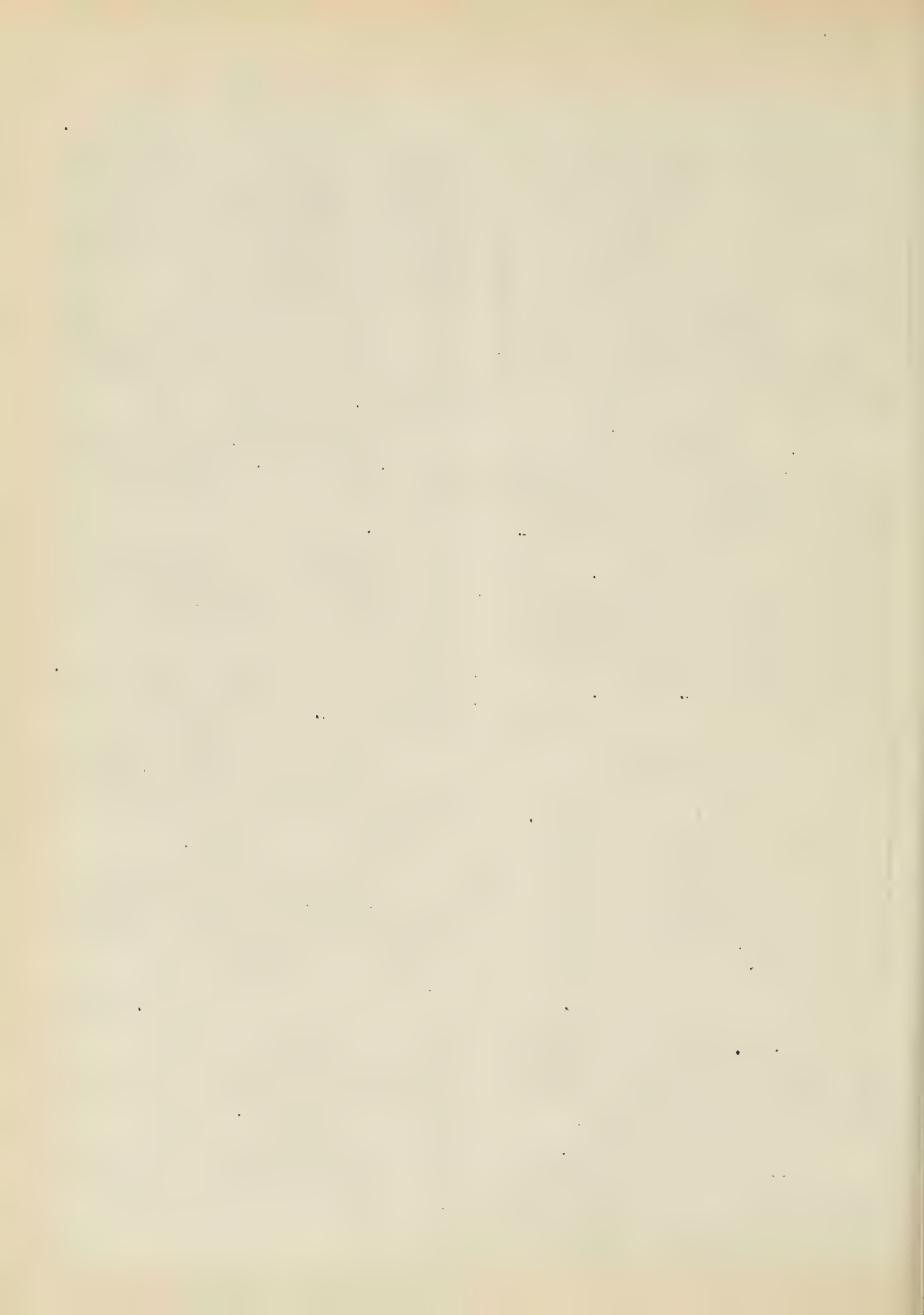
EMILIE J. BRUHNS

with

THE HELEN & CLARE BEAUTY SHOP
382 - 19th St.

Complete beauty service
All Competent Operators

Te. 9312



Temple-Like
Upon the Hill

Chapel of Memories
O A K L A N D
Columbarium-Crematorium
Howe and Mather Sts.
Phone Piedmont 1288

TERESINA B. MORGAN, Mgr.

NEWS OF WOMEN

Camille Kelley, noted woman jurist of Memphis, Tenn., has tried more than 35,000 cases. Appointed to the bench in 1920, she became the first woman judge in the south, the second in the United States. She has been re-elected continuously since that time, four times without opposition.

The French schooner, *Femme*, is manned entirely by a crew of women. There are fourteen members of the crew without a man or boy to help them. The wife of a French naval officer, Madame Dupont, is captain and supervises a course of nautical instruction for girls and women which, it is claimed, will qualify them to hold posts as pilots and even captains. "Apprentices" have to do all their own work. While on duty they must be barefooted to insure greater efficiency.

- Pacific Woodman

FUTURE VACATIONS WITH PAY
through
LIFE INSURANCE
and
ANNUITIES

See your own club member

LEA BRUNQUIST Th. 1404
228 Latham Square Bldg.
Gl. 1360

SIMIL BOY'S COMPOSITION ON COLUMBUS

One day the King of Spain sent for Columbus and asked: "Can you discover America?"

"Yes," Columbus answered, "if you will give me a boat."

He got the boat and sailed in the direction where he knew America was. The sailors mutinied and swore there was no such place as America, but finally the pilot came to Columbus and said: "Captain, land is in sight."

When the boat neared the shore Columbus saw a group of natives.

"Is this America?" he asked them.

"Yes," they replied.

"I suppose you are Indians?" Columbus went on.

"Yes," replied the chief, "and you are Christopher Columbus, I take it?"

"I am."

The Indian chief then turned to his fellow savages and said: "The jig is up. We are discovered at last."

-The Young Crusader.

MAY M. SCHULER

329 Dalziel Building
532 - 15th St.

Office: La. 3509 Gl. 5430

Stenographic work in
all its branches

Stenotypist

Notary

Many of us were saddened this month by the news of the passing of one of our former members, Catherine Heineman, at the home of her mother near Seattle after an illness of many months. The memory of her happy cheerful personality will be with us always.

If in doubt about a gift
send
FLOWERS

Morse's Flower Shop
4498 Piedmont Ave. Pi. 0177

EUNICE FAY KERTELL,
Owner

PAL PERSONALS

Dear Pal: Our last Heralds were out before I realized that I was too late to thank the very nicest pal that anyone has ever had for my greatly appreciated birthday gift, which arrived one week after the birthday with a letter of apology from the Department store.

The vacation remembrance and all the beautiful cards are just lovely. Mabel Kuss

Dear Pal: Many thanks for my valentine and birthday cards. I am looking forward to Christmas and knowing you.

Ora Mae Griggs

To my 1935 Pal:- Just a word to let you know I received your lovely birthday gift, and to thank you for your thoughtfulness to my mother, who wishes me to express her appreciation and good wishes to you. Your Pal, Maud Mitchel

Dear Pal: My message to you arrived just too late for the October Herald, so I take this opportunity to thank you for the beautiful flowers you sent me. Emilie J. Bruhns.

AMONG OURSELVES

Olive Cathcart has recently returned after a two weeks trip to St. Louis and Sparta, Ill., where she visited relatives and friends.

AMONG OURSELVES, cont.

Iva Havlin is expected home about the first of November from Kansas City where she has been visiting her son.

Matilda Wigger spent October in the East. She went first to Chicago via the Northern route, then to Indiana where she visited in Muncie. She planned to return about the first of November via New Orleans.

Best wishes for a speedy recovery are extended to Josephine Swan White who had a most unfortunate accident recently when she fell and fractured her hip. She is at home at 663 - 11th St.

All are rejoicing over the good news that Mr. Swauger is now on the way to recovery following his serious illness. We miss our "Club Husband" and will be glad when he can be back with us again.

We were glad to welcome home Lola Stephens at our last dinner following her return from South America and the East.

If you wish a Christmas ad in the December Herald, order now!

"About the time you think
you make both ends meet,
somebody moves the ends."

MYRTLE R. POOLE

Chiropractor

Graduate Palmer School

CROW CARBON AND RIBBON SERVICE

Something to crow about

528 - Sixteenth St.

Oakland, California

THORA BENSON

Ho. 4924



BUSINESS WOMENS HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR DECEMBER, 1935

ANNUAL CHRISTMAS BOOK REVIEW

Thursday evening, December 5, World Book Shop, 50 Grand Ave. 8:00 P. M.

MRS. FRANCES CLARK FAYERS will give the review. Mrs. Fayers has promised to tell some stories including Roark Bradford's "How Come Christmas."

Chairman: ELISABETH SILERMAN

BAY DISTRICT MEETING

Saturday and Sunday, December 7 and 8, Alameda

Saturday Dinner - 6:30 P. M. Alameda High School	\$\$.90
Speaker: CHAHL ORMOND WILLIAMS, National President	
Sunday Breakfast 8:30 A. M. Hotel Alameda	.50
Program by the Past Presidents of the California Federation	
Sunday Luncheon 1:30 P. M. Hotel Alameda	.85
Registration fee 25¢	

Make your reservations immediately for these meetings!

CHRISTMAS LUNCHEON

Thursday, December 19k Ball Room, Hotel Leanington \$1.10

An interesting and different program is being arranged.

The music will be in charge of MISS RUDOLPHINE RADIL. She will present MISS McCOY, Coloratura Soprano and MR. ROY BURGE, Baritone, in a number of solos and duets.

Distribution of Pal gifts and disclosure of identity of pals for the past year. See Pal particulars on page 5.

Chairman: ALICE IRWIN

CHRISTMAS CANDY

Again, as in former years, the Past Officers are selling five pound cans of Matinee Mix. Price \$1.10 per can. Order now from Mrs. Shoolery, Te. 0462 or from Mrs. McClenegan, Hi. 1604.

BUSINESS WOMEN'S HERALD

Published monthly

19th & Franklin Te. 0462

Subscription rate

50¢ per year

OFFICERS

Pres. Dr. Luella Stone Swauger
Vice Pres. Josephine Holly
Rec. Sec. Dr. Myrtle Poole
Cor. Sec. Blanche Stedman
Treasurer Thora Benson
Auditor Winor Nichols

DIRECTORS

Eunice Kertell
Marie Graves
Meta Mohr
Dr. Ella McGilvery
Ella Flynn
Mabel Little

Mrs. Sarah J. Shocler Te. 0462
Executive Secretary
Office Hours 12:30 to 4:30 P. M.
Except Saturday

CHRISTMAS BOOK REVIEW

A real treat is in store for us on December 5 when we will have the opportunity to hear Mrs. Frances Clark Fayers, author of two children's books, "Bluebonnets for Lucinda" and "Mr. Tidy Paws". She is a charming story teller and has promised to tell Roark Bradford's "How Come Christmas."

CROW CARBON AND RIBBON SERVICE

Something to crow about

528 - Sixteenth St.

Oakland, California

THORA BENSON

Ho. 4924

BAY DISTRICT MEETING

Reservations are now being taken for the Bay District Meeting to be held in Alameda on Saturday night and Sunday, December 7 & 8.

At the Saturday banquet Charl O. Williams, our National President, will be the guest of honor and speaker.

Breakfast will be at 8:30 on Sunday with a program arranged by the Past Presidents of the California Federation.

Luncheon will be served at 1:30 P. M. with another interesting program being arranged.

As the Alameda President, Dr. Alice Burke, says, "You may never have another opportunity of hearing a National President, a State President, and a District President all in one week-end."

We hope to have 100% attendance of the Oakland Club at this meeting.

ANNOUNCEMENT

I would like to take this opportunity to announce the opening of my facial studio where I will analyze your skin with no obligation to you and will give you a chart of skin correctives needed to bring you that youthful appearance we all so much enjoy. May I expect to see you at an early date? KATHRYN LAMBERT
375 - 19th St. Hi. 2525

-Paid Adv.

CHRISTMAS DINNER

Mrs. Alice Irwin, chairman of the Christmas dinner, has arranged something entirely different for this year. She wants to surprise you, so we will have to keep her secret.

The musical program will be in charge of Miss Rudolphine Radil. She will present Miss McCoy, Coloratura Soprano and Mr. Roy Burge, Baritone.

Be sure to remember your Pal. See page 5 for pal particulars.



THANKSGIVING DINNER

If in doubt about a gift
send
FLOWERS

Morse's Flower Shop
4498 Piedmont Ave. Pi. 0177

EUNICE FAY KERTELL,
Owner

LOAN FUND BREAKFAST

We know you are waiting to hear the results of the Loan Fund Breakfast.

A most interesting program was arranged by the Chairman, Elsie Wood, and eight of our young people were present to get better acquainted with our club members.

A net profit to the fund to date amounts to \$137.10 with some contributions still coming in from time to time. As you all know the Loan Fund is open at any time to contributions of any amount you feel you would like to give to this worthwhile fund.

BOOK REVIEW

A large group of club members gathered together on Thursday, November 7 at the World Book Shop to hear Mr. Norton J. Morgan. Mr. Morgan reviewed "Mrs. Leland Stanford, An Intimate Account" by Bertha Bernor, "Valley People" by Frances Marion and "Mary, Queen of Scots" by Stephan Zweig. After the meeting, Mr. Morgan donated all of these books to the club library.

Other new books given our library this month, include "Silas Crockett" by Mary Ellen Chase, author of "Mary Peters" which was given by the World Book Shop. Miss Ella Flynn presented the library with "Road to War" by Walter Millis.

None who attended our Annual Thanksgiving dinner on Nov. 21, could fail to feel the real spirit of Thanksgiving this year. Red Horse and his group gave typical Indian dances, songs and legends. The legend of the Four Winds, beautifully told by an Indian Woman, showed us how the Indian people are taught to appreciate the wonders of life and nature and to be truly grateful to the "Great Spirit" for their many blessings.

Miss Elaine Johnson sang Indian songs and Miss Martina Costa told of a trip she and two other girls made last summer, visiting many of the Indian Reservations.

Last, but not least, Mrs. Dane Coolidge spoke on the American Indian in the West, telling us about the beauty of their literature, which is so often overlooked by many of us.

A word must also be added about the decorations. The decorating committee had arranged little carts of gourds and fruit on each table, with colorful autumn leaves completing the picture. On the head table was the "horn of plenty" really overflowing with fruits of the harvest.

"Digging the well is the only business that you begin at the top."

MYRTLE R. POOLE

Chiropractor

Graduate, Palmer School

If you wish to read the new books, ask Mrs. Shoolery to put your name on the waiting list and she will notify you when they are available.



NEWS OF WOMEN

Two of our club members have been named on the important budget committee of the Oakland Community Chest for the coming year.

Our president, Dr. Luella S. Swauger, is one of these and Mrs. Frank H. Burckhalter is the other.

They are two of the three Oakland women leaders appointed to the new committee recently by Charles P. Howard, Chest president, following action by the board of directors authorizing an increase in membership from 7 to 21 members.

The other woman on the committee is Mrs. Lawrence Fletcher of the Junior League. Donald B. Rice is chairman.

Mrs. Emily Newell Blair, Washington D. C. famous writer and expert in politics, has recently been appointed by our National President as the chairman of the Magazine Committee which is responsible for the publication of the Independent Woman.

Other appointments are Miss Josephine Bell of Blackwell, Oklahoma, high school principal as chairman of Education; Dr. Minnie L. Maffett of Dallas, Texas, surgeon, chairman of Health; Miss Kathryn Starbuck, secretary of the Skidmore School of Arts and a trustee of Vassar College, Chairman of International Relations; and Miss Dorothy Dunn of Cherrydale, Virginia, lawyer, social worker and court investigator as chairman of Legislation.

HEALD COLLEGE

518 - 17th St. Hi. 0201

Day and Evening Classes
in
Accounting
and
Secretarial Subjects.

Temple-Like Upon the Hill

Chapel of Memories
O A K L A N D
Columbarium-Crematorium
Howe and Mather Sts.
Phone Piedmont 1288

TERESINA B. MORGAN, Mgr.

MISS KNEUBUHL GIVEN HIGH GOVERNMENT OFFICE.

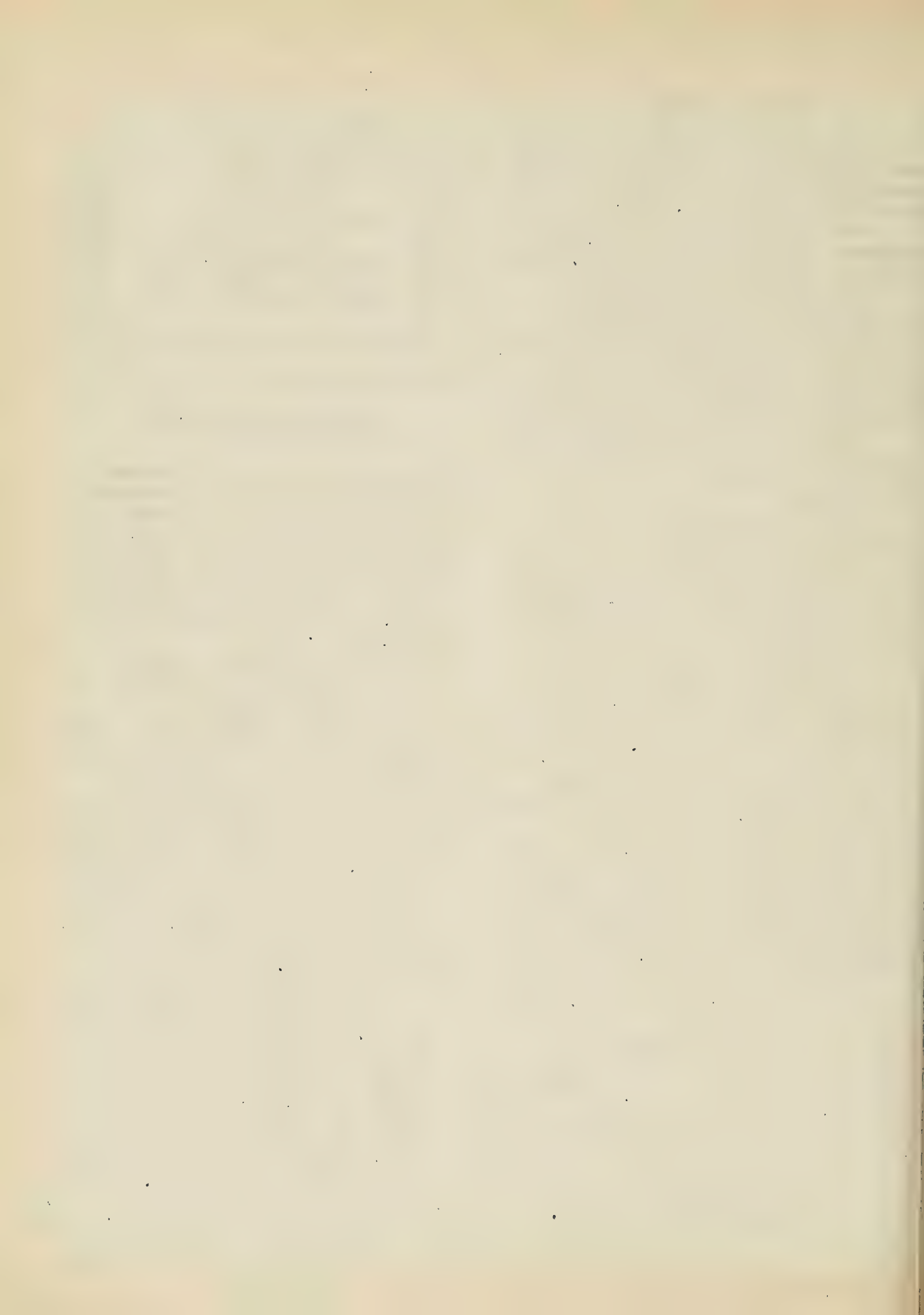
Washington, D. C. The appointment of Miss Emily R. Kneubuhl of New York to be in charge of the Educational program of the Rural Electrification Administration of the Federal Government was announced recently by Morris L. Cooke, Administrator of the R. E. A.

Miss Kneubuhl resigned last July as executive secretary of the National Federation of Business and Professional Women's Clubs and the resignation was accepted at the October meeting of the Executive Committee.

Miss Kneubuhl is a graduate of the University of Minnesota, and Teachers College of Winona, Minnesota. She holds a master's degree from Syracuse University and served as a member of the faculty of the School of Citizenship and Public Affairs at the University.

She became executive secretary of the National Federation in 1928. Business women leaders have paid tribute to her executive ability and to the fact that the organization of Business and Professional Women has come through the depression on the credit side of the ledger and with a membership of 60,000 organized in 1490 clubs.

Miss Charl Ormond Williams, in accepting Miss Kneubuhl's
(continued on next page)



resignation, said: "Miss Kneubuhl has made a most valuable contribution to our Federation. She made a significant contribution in securing for the Federation its Ten Year Objective and carrying it forward to the present time. Her knowledge of municipal government and her appreciation of the vital need of the participation of women in public affairs have served to give our Federation a real program, and stimulated the Federation to make constructive contributions in many fields."

IDEAL CHRISTMAS GIFTS
Lingerie, Lounging Pajamas
Hosiery or Handkerchiefs

ADELE WALTER
La Belle Shop

2120 Broadway Te. 1104

All gifts beautifully wrapped
with no charge and no delay.

Are you remembering your Pal? Be sure to have a gift for your pal on the Christmas tree on December 19 and this time sign your name as this is the time when the mystery of the pals for the past year is disclosed. If you wish a new pal for the coming year, fill out the following and send it to the club office now!

Name _____

Address _____

Birthday _____

Method Skin
Face Moulding Correctives
Call for my acquaintance offer

KATHRYN LAMBERT
Distributor for Northern Calif.

UTHAGEN Skin Correctives
Phone Higate 2525 375-19th St.
Res. Higate 6078 Hotel
Leamington

Do you read the Herald ads?
Note the increased number in
this issue. If you wish an ad,
phone Te. C462 for full particulars.

NEW MEMBERS

HUETTEMAN, MRS. ELLA
Secretary
H. Morton Co., Jewelry
1930 Broadway Gl. 3667
Res. 2801 E. 16th St. An. 4245

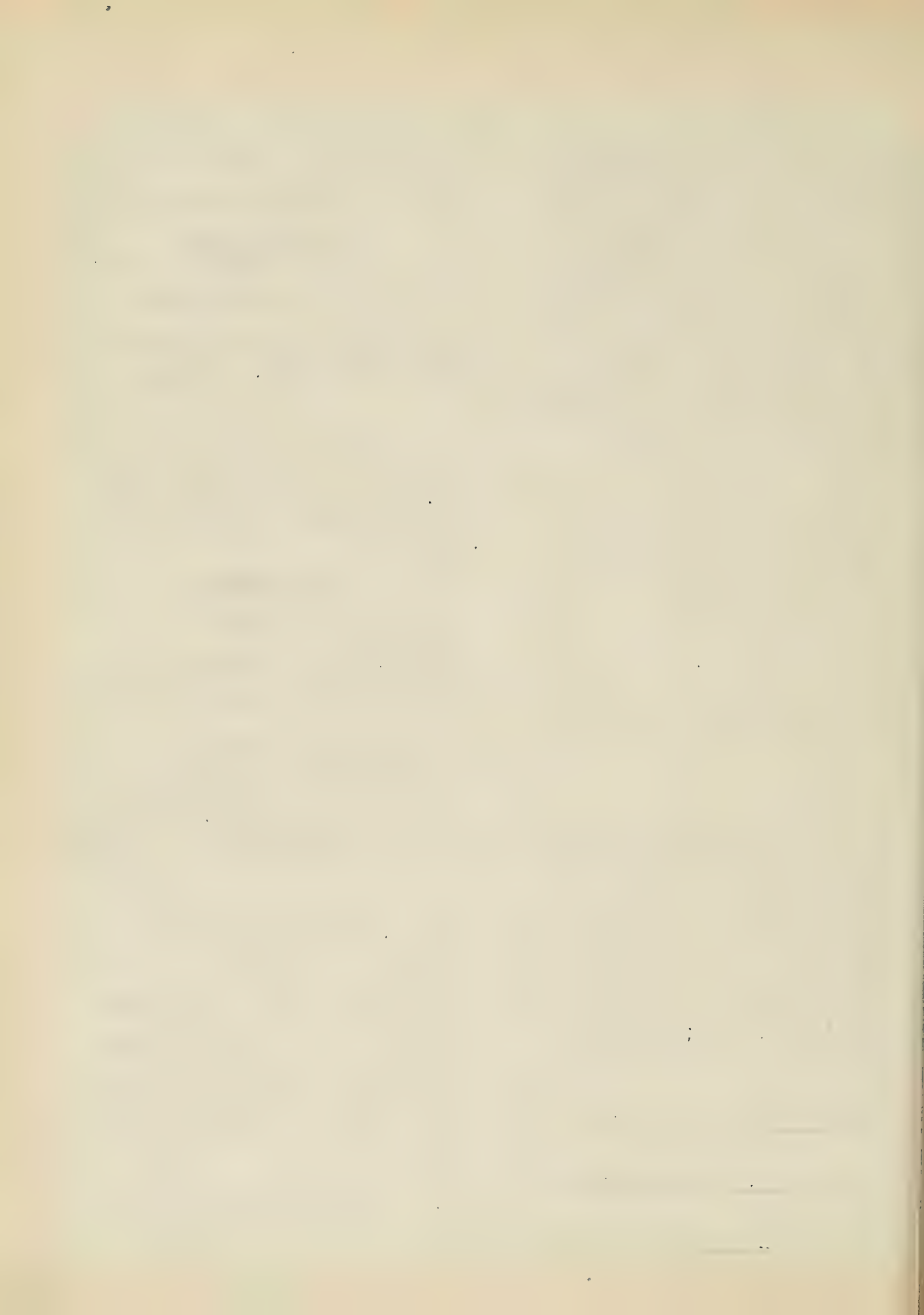
KRISTICH, MRS. PHYLLIS
Assistant District Supervisor
Division of Projects and Planning
Works Progress Administration
Federal Telegraph Bldg. Hi. 6833
Res. 3275 Thompson Ave., Alameda
Al. 2449-J

We are glad to welcome these
new members.

W O L D Book Talk
by
B O O K Aubrey Drury
author of
"California, an
Intimate Guide"
S H O P Wednesday, Dec. 4
11 A. M.

50 Grand Avenue
Oakland, California

Glencourt 0243



ATTENTION, ROSTER OWNERS

WHY NOT A CHRISTMAS POLICY
for that niece or nephew or
yourself
Maturing at some future
Christmas time!

LEA BRUNQUIST
228 Latham Square Bldg.

Phone Glencourt 1360
Res. Thornwall 1404

You will note from the new pages that whenever possible names are so combined so as to lessen the number of pages in the roster. This time, add the names of Ella Huetteman, Phyllis Kristich and Lola Stephens. Remove May Bunker, Anna Burr, Lois Martin, Zola Mc-Vicar and Eunice Prichard. The other changes are self-explanatory.

YOU and YOUR FRIENDS will appreciate a series of treatments for a Christmas gift. Choicest perfumes will also be offered for Christmas giving in plain containers and fancy bottles.

KATHRYN LAMBERT

Hotel Leamington 375 - 19th St.
Phone Higate 2525 Res. Higate 6078
Paid Adv.

MAY M. SCHULER

329 Dalziel Building
532 - 15th St.

Phone La. 3509 Res. Gl. 5430

Stenographic work in
all its branches

Stenotypist Notary

A committee composed of Hermine Kruger, Mary Barmby and Jean Baird have been very busy having our club room renovated. Be sure to drop in to the office and see the big improvement.

The Past Officers group advanced the money for the work, and now plan to replenish their fund by the sale of Christmas candy. It is the same kind of candy we have sold in the past and needs no introduction to our club members or to any who have bought it. This year we can sell it for \$1.10 for a five pound can. Cans are now available at the club office or through Mrs. Josephine McClenegan who is in charge of the sales. She will appreciate your letting her know of friends who might be interested. Her phone number is Higate 1604.

We are also selling Miss Saylor's 5¢ pieces in the club room so if you crave something sweet and mighty good, just get some at the office.

EMILIE J. BRUHNS
with

THE HELEN & CLARE BEAUTY SHOP
382 - 19th St.

Complete beauty service
All competent operators

Te. 9312

One of our newer club members, Mrs. Ursula Kaser met with an unfortunate accident recently and broke a toe. She is still confined to her home.

THANK YOU!

Mrs. Josephine Swan White wishes to take this opportunity to thank the club members for the many lovely gifts they have sent her to help make her long stay in bed more comfortable. She appreciates all the nice notes and also the many members who have run in to see her and give her the news of the club. We will all be glad when she is able to be back with us again.



BUSINESS WOMEN'S

HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR JANUARY

LUNCHEON

Thursday, January 9, 12:15 P. M. Hotel Leamington 60¢
Fellowship Talk - KATHRYN LAMBERT
Our President, DR. LUELLA S. SWAUGER, and our Recording Secretary,
DR. MYRTLE R. FOOLE, will bring us some "points to think
about" that they gleaned from the various meetings at the
recent Bay District meeting in Alameda.
Chairman: EFFIE L. BARNES

BOOK REVIEW

Thursday, January 16, World Book Shop, 50 Grand Ave. 8:00 P. M.
MISS DORIS E. McENTINE, Supervisor of English and Dramatic Art,
will give the review.
Chairman: ELISABETH SHERMAN

LEGISLATIVE DINNER

Thursday, January 23, 6:30 P. M. Hotel Leamington 85¢
MR. CHARLES W. FISHER, Assemblyman Eighteenth District, will
speak on the subject: "Taxation of Business in Relation to
Social Security Legislation".
Chairman: FAYE OTIS BUCKLEY

JOINT SERVICE CLUB COMMUNITY CHEST LUNCHEON

Wednesday, January 29, 12:15 P. M. Hotel Oakland
An outstanding speaker is promised and a large attendance
is urged. Watch the newspapers for further publicity.

INFORMAL

Thursday, January 30, 6:30 P. M. 35¢
Home of FRED A. SMITH, 3027 Capp St. A "Swedish Supper" will
be served.
Chairman: ANNA A. LIGNELL

OFFICERS

Pres. Dr. Luella Stone Swauger
Vice Pres. Josephine Holly
Rec. Sec. Dr. Myrtle Poole
Cor. Sec. Blanche Stedman
Treasurer Thora Benson
Auditor Elinor Nichols

DIRECTORS

Eunice Kertell
Marie Graves
Meta Mohr
Dr. Ella McGilvery
Ella Flynn
Mabel Little

Mrs. Sarah J. Shoolery
Executive Secretary Te. 0462
Office Hours 12:30 to 4:30 P.M.
Except Saturday

LUNCHEON

On Thursday, January 9,
we will have another of our
Fellowship Luncheons. Mrs.
Kathryn Lambert is to give the
Fellowship talk.

There were many points of
interest brought out at the
Bay District meeting held in
Alameda and our President and
Secretary are planning to
bring a few of them to your
attention at this meeting. We
wish you could all have been
there yourselves, but they do
want you to think over some of
the ideas presented at this
meeting.

Effie Barnes will be the
chairman.

JANUARY CLEARANCE

Coats, Suits, Dresses, Gowns

Prices greatly reduced

ADELE WALTER
LA BELLE SHOP

2120 Broadway Te. 1104

Temple-Like Upon the Hill

Chapel of Memories
O A K L A N D
Columbarium-Crematorium
Howe and Mather Sts.
Phone Piedmont 1288

TERESINA B. MORGAN, Mgr.

LEGISLATIVE DINNER

Our legislative chairman,
Faye Otis Buckley, has arranged a
most interesting and timely meet-
ing for us on Jan. 23. Mr.
Charles W. Fisher will speak on
the subject: "Taxation of Business
in Relation to Social Security
Legislation". He is especially
fitted to handle this subject with
his background of six years legis-
lative experience during which en-
tire period he has served on the
Assembly Social Service and Wel-
fare Committee and was chairman
thereof for four years. He will
build an interesting story showing
the true perspective of proposed
unemployment insurance and old age
pensions, etc. and show how these
costs are to be met and how they
will effect the business and pro-
fessional people. Mr. Fisher is
an extremely able speaker as well
as an expert in this legislative
field.

If in doubt about a gift
send
FLOWERS

Morse's Flower Shop
4498 Piedmont Ave. Pi. 0177

EUNICE FAY KERTELL,
Owner

CHRISTMAS BOOK REVIEW

-3-

We all wished that we might be children again and attend a library where Mrs. Frances Clark Sayers was telling stories after the Book Review on December 5.

It was over all too soon and those of us who attended are still thinking about "How the Elephant got his Trunk", "How Come Christmas" and the delightful way in which Mrs. Sayers told the stories. After much persuasion, she did say just a few words about her own latest book, "Mr. Tidy Paws."

"Everything comes to him who waits"

But here's one that's slicker
The one who goes after what
he wants
Gets it a darned sight quicker

MYRTLE E. POOLE

Chiropractor
Graduate, Palmer School

BAY DISTRICT MEETING

About forty of our club members attended the Bay District dinner in Alameda on Saturday, December 7. We were sorry every member could not be present to gain inspiration from Miss Charl Williams' talk and to feel proud of our Federation and glad we have such a fine leader at its head.

Miss Williams listed four obstacles in the path of women as follows:

1. Our failure to have a definite objective and know what we want in this world.
2. Our failure in some cases to prepare ourselves properly for the business or profession in which we are struggling for success.
3. Our failure, in many instances, to grasp the opportunities around us and to venture into new fields as courageously as do men.
4. Our tendency to feel that at forty our lives are over. Men

EMILIE J. BRUHNS
with
THE HELEN & CLARE BEAUTY SHOP
382 - 19th St.

Complete beauty service
All competent operators

Te. 9312

know that "Life Begins at Forty", both in business and in personal values. This masculine viewpoint is one that women badly need.

Then she gave the five assets that are the chief attributes of women.

1. Women have a great sense of personal responsibility and are willing to see that details necessary to achievement are meticulously carried out.

2. Women have great tenacity of purpose.

3. The depression has proved, to those who ever doubted it, that women have shouldered the burden of dependents with the same courage as men and have kept thousands of families together who otherwise would have gone on relief roles and have placed a monstrous tax burden on citizens already overburdened.

4. Women have heroic qualities in meeting domestic and financial crises.

5. Women have a capacity for unselfish, disinterested service to their jobs and their country, and both business and the nation need their service.

She stated that she wished to emphasize that women do not wish to supplant men in our social, political, and economic life; but neither do we wish to be supplanted by men. We greatly desire to develop a technique and a philosophy which will enable us to work side by side with them and to join hands with them in working out an effective democracy.

A number of members gave up their "beauty sleep" on Sunday morning to be in Alameda by 8:30 for breakfast. Only one Past President, Maude Empey, was brave enough to attend and give her opinions on "Understanding Men".

A general session followed with our Bay District President, Florence Stahl, presiding.

A Forum discussion was held at 11:00 A. M., led by Mrs. Carolyn Weber, State President, on "Effective Democracy". The concensus of opinion seemed to be that we should decide on necessary work to be done and then concentrate our effort along those lines rather than try to branch out too much and thus fail to accomplish what we had set out to do. It has been recommended that as good citizens we should be leaders and we are asked to study our State Constitution so that we will really know about our own State government. This program will be supplemented by a questionnaire on the subject to be issued shortly by the State Federation.

The concluding meeting of the conference was a luncheon with Dr. Margery Bailey, of Stanford University as speaker. Dr. Bailey spoke on "The Right to Happiness".

WHAT A CHRISTMAS PARTY! We all had just the best time ever. First, we all enjoyed our dinner. Then Dr. Swauger called for all Past Presidents to stand and what a lot of them were present! We then noted how many club husbands were there and many of them even signed up for Pals this year, so maybe you will get a club husband for a pal, who can tell? The club mothers were well represented, too.

A beautiful musical program was presented by Rudolphine Radil, Jane McCoy, Roy Burge, and Paul Peters, accompanied by Helen Corder.

Miss Radil led community singing, with the attractive little song books arranged by Alice Irwin and Mario Graves, making us all feel like singing our very best.

The decorations were most attractive and each person had a Miss Saylor's candy cane to take home.

Blanche Stedman led in a Santa Claus stunt and we were all surprised at the attractive Santas made at the different tables.

DeEtte Spangler told us she knew Santa wouldn't come to our party, but said that Alice Irwin thought if we would all wish very hard that he would come. So we all wished and sure enough, there was Santa to distribute the Pal gifts. We learned afterward that he only let one person in on his secret and that was Elinor Nichols. He really was so busy he just couldn't get to our party, but he designated Mrs. Nichols to take his place and she did it so well that most of us thought Santa was really there in person.

Alice Irwin wishes to take this opportunity to thank all who worked so hard and made the party a success. We are glad to report that although illness prevented Alice attending the dinner, she is now on the way to recovery.

COMMENCE THE NEW YEAR RIGHT
by

Saving through
ANNUITIES AND ENDOWMENTS

LEA BRUNQUIST
228 Latham Square Bldg.

Phone: Glencourt 1360
Res. Thornwall 1404

HEALD COLLEGE

518 - 17th St. Hi. 0201

Day and Evening Classes
in
Accounting
and
Secretarial Subjects.

RESOLUTION FOR 1936

Pat Calhoun, Editor of the CALIFORNIA WOMAN gives us a fine resolution for 1936. She urges us to read thoroughly and thoughtfully the CALIFORNIA WOMAN, THE INDEPENDENT WOMAN and our own local club bulletin.

If we will each make this resolution, we will be brought closer to the aims and goals of all organized Business and Professional Women throughout the World and so will be better able to achieve these goals.

Did you read the December copy of the INDEPENDENT WOMAN?

Of interest in these days of Fascism, Communism, and Nazi Germany, is the article on page 401 by Sonja Branting, prominent Swedish justist.

To one with the Wanderlust, Neill James provides an inspiration. Here is a woman who did not let obstacle three in Miss Charl Williams' list come into her life. She not only had the courage to step out and grasp the opportunities that offered, but she often really created the opportunities herself.

On page 413, we read of the appointment of Louise Franklin Bacho of New Rochelle, as Executive Secretary to the National Federation.

What a wealth of information our National magazine contains!

We also learn from the December issue of the CALIFORNIA WOMAN that we will have an extra copy this year. We appreciate this opportunity for closer contact with other clubs in the State.

5. DRIVE FOR WOMEN JUDGES GROWS

The Honor Roll of Women Judges at the National Headquarters of Business and Professional Women is steadily lengthening.

Miss Charl Ormond Williams, National President, recently wrote to William L. Ramson, president of the American Bar Association. Excerpts of the letter follow:

"The National Federation of Business and Professional Women is endeavoring to advance the professional status of women lawyers possessed of the proper qualifications by advocating their nomination or appointment to judicial office.

"On behalf of our Federation, I urge you as President of the American Bar Association to urge upon your organization and all State Bar Associations consideration of trained, equipped women for judicial office."

Judge Ransom has acknowledged the receipt of Miss Williams' letter without indicating what action the American Bar Association will take. Miss Williams is asking all State Federations to write to the State Bar Associations and urge the appointment of trained, equipped women to judicial posts.

CROW CARBON AND RIBBON SERVICE

Something to crow about

528 - Sixteenth St.

Oakland, California

THORA BENSON

Ho. 4924



BUSINESS WOMEN'S HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR FEBRUARY, 1936

LUNCHEON

Thursday, February 6, Hotel Leamington, 12:15 P. M. 60¢
MRS. LULU R. WEBSTER, Executive Secretary, American Red Cross,
will tell us of the work done by the Oakland division this
past year.
Chairman: EFFIE L. BARNES

SPANISH DINNER

Thursday, Feb. 13, La OLLA, 3908 Telegraph Ave. 65¢
Spanish songs by MRS. GLADYS KELLER accompanied by KATHERINE BANNON
Spanish dances, including "Jarabe Tapatio" by RONALD and GERALDINE
VASQUEZ, pupils of ALICE ZWILLINGER, accompanied by EVELYN RILEY
The club treasury benefits by your attendance. Full particulars
inside. Reservations limited to sixty. Free parking on the
Senator Theatre lot.

BAY DISTRICT MEETING

Saturday and Sunday, Feb. 15 and 16. Salinas, Hotel Cominos.
Ask Mrs. Shoolery regarding rates and be sure to make your
reservations soon.

BOOK REVIEW

Thursday, Feb. 20, 8:00 P. M. World Book Shop, 50 Grand Ave.
MISS ELISABETH SHELMAN will review Mark Twain's letter of October 11,
1869, written to the meeting of California Pioneers in New York.

INTERNATIONAL RELATIONS DINNER

Thursday, February 27, Hotel Leamington, 6:30 P. M. 85¢
MR. FRANCIS H. BOLAND, Attorney, World Traveler and Member of the
Union League Club will be speaker of the evening.
Greetings will be presented from other clubs affiliated with the
International Federation.

Chairman: GLADYS BARNDOLLAR



CLUB OFFICERS

Pres. Dr. Luella Stone Brauger
Vice Pres. Josephine Holly
Rec. Sec. Dr. Lyrtle Poole
Cor. Sec. Blanche Stedman
Treasurer Thora Benson
Auditor Elinor Nichols

DIRECTORS

Eunice Kertell
Marie Graves
Meta Mohr
Dr. Ella McGilvery
Ella Flynn
Mabel Little

Mrs. Sarah J. Shoolery
Executive Secretary Te. 0462

Office Hours 12:30 to 4:30 P. M.
Except Saturday

SPANISH DINNER

A novel treat has been planned for you on Feb. 13, when we will enjoy a real Spanish Dinner at La Olla, 3908 Telegraph.

Mrs. Potter, Manager, informs us that many of us have mistaken ideas about real Spanish food thinking of it as "hot" and often composed of beans. This is not a fact as you will find out on the 13th. Their dinners are arranged from recipes served to the Royal families of Spain. We are to have a four-course dinner and the club shares in the proceeds. Help the club finances and take advantage of this opportunity to find out what the Royalty of Spain eats and enjoys. Be sure to make your reservations soon as we are limited to sixty persons.

SAVE

through

ANNUITIES AND ENDOWMENTS

LEA BRUNQUIST
228 Latham Square Bldg.

Phone: Glencourt 1360
Res. Thornwall 1404

2.

INTERNATIONAL DAY!

February 27th will be celebrated the world over as International Day sponsored by the International Federation of Business and Professional Women.

The most elaborate international broadcast which they have given is planned for the afternoon of February 27th. It will be a tri-nation event, linking up radio stations of the United States, Canada and Great Britain. Miss Lena Madesin Phillips, president of the International Federation will be first speaker, followed by Miss Charl Ormond Williams, National Federation President, Miss Mary C. Mount, president of the Canadian Federation and Miss Caroline Hasslett, Chairman of the Council of the British Federation. The hour will be 3:00 to 3:30 p. m. eastern standard time. The broadcast will fall during an International Night mass meeting of the British Federation in London, in which such distinguished speakers as Lady Astor, Ellen Wilkinson and Amy Mollison have been invited to participate.

Affiliated countries are:

Argentina, Australia, Austria, Belgium, Canada, Czechoslovakia, Esthonia, Finland, France, Germany, Great Britain, Holland, Hungary, India, Italy, Korea, New Zealand, Norway, Poland, Roumania, Sweden, Switzerland and the United States.

The International Federation maintains European headquarters in London and at New York City. Both these offices serve as effective channels for the promotion of international understanding. Through them flows a constant stream of mail from many countries of the world. In them the minds of the Orient and Occident meet to work out means for bettering the position of business and professional women throughout the world.

In Oakland, we will hold our International Relations Dinner on this evening, February 27th.

Miss Rudolphine Radil and Mrs. Josephine Susan White will present a review of "Lucia Di Lammermoor" by Gaetano Donizetti at the studio of Mrs. White, 663-11th St. on Sunday afternoon, February 16th at 4:30 P. M. We are so glad Mrs. White will again be able to take up her music after her long siege in bed and we hope many of you will plan to attend and make this a real "housewarming" for her.

If in doubt about a gift
send
FLOWERS

Morse's Flower Shop
4498 Piedmont Ave. Pi. 0177

EUNICE FAY KERTELL,
Owner

JANUARY BOOK REVIEW

Due to so many outside activities many of our regular attendants at book-reviews missed an unusually fine and interesting review given on January 16 by Miss Doris E. McEntyre, Supervisor of English and Dramatic Art.

Miss McEntyre reviewed "Silas Crockett" by Mary Ellen Chase. This book was recently donated to the club library by the World Book Shop, and is available for all of you to read.

CROW CARBON AND RIBBON SERVICE

Something to crow about

528 - Sixteenth St.

Oakland, California

THORA BENSON Ho. 4924

HERALD COLLEGE

518 - 17th St. Hi. 0201

Day and Evening Classes
in
Accounting
and
Secretarial Subjects

LEGISLATIVE DINNER

Our dinner on January 23rd proved to be not only one of exceptional interest, but also one of decided value to all of us. The Honorable Charles Fisher, Assemblyman from the Eighteenth District, took a most difficult subject and handled it so effectively that we went home with a much clearer picture of just what the Social Security Bill means to both the employer and the employee.

It would seem that no better subject could have been chosen for our Legislative Dinner than this one which so closely ties in with our National Ten Year Objective which asks us to "fit ourselves to assume real leadership in thinking on economic problems and their social implications, with a view toward helping in the establishment, through scientific methods, of conditions which assure to women, and to men as well, the fullest possible opportunity, and reward, for the development of whatever capacities they may possess."

ROSTER OWNERS, ATTENTION

Due to a delay in shipment, we were unable to secure sheets to make the re-fill pages for your rosters this month. You will receive the new sheets in your next Herald. Remove the name of Roberta Myron from your roster.

Temple-Like
Upon the Hill

Chapel of Memories
O A K L A N D
Columbarium-Crematorium
Howe and Mather Sts.
Phone Piedmont 1288

TERESINA B. MORGAN, Mgr.

USE OF OUR CLUB ROOM!

The club room is yours and at any time you wish to rest for a bit or would like to look over the library, that is your privilege. If Mrs. Shoolery is not there, all you have to do is present your National Membership card at the desk and they will give you the key. All we ask in return is that you leave the key at the Hotel desk when you are through and if you take any books, be sure to sign your name on the card in the back of the book and leave the card on Mrs. Shoolery's desk so that it can be filed.

The Past Officers have re-decorated our club room and we would like to have you enjoy it. The sale of the Christmas candy reimbursed the Past Officers for the money expended, the sale increasing their fund by approximately forty dollars net. They wish to thank all of you who so generously assisted in the sale of the candy especially Lydia White, Emilie Bruhns, Florence Bussell, Esther Goodwin, Meta Mohr, Josephine Holly, Jessie Scott, Freda Smith, Susan Smith, Bird Wilson and Jean Baird.

We are indebted to Eunice Kertell for the beautiful fern which adds its cheer to our newly decorated club room. We really look quite "dressed up".

Our transportation chairman, Lenora Estell Herman, has returned from the East where she was called by the illness of her mother.

Mrs. Herman wishes to have a group of you attend each out-of-town meeting. Her car is always available and she is glad to take a number of members with her. She will make your reservations and arrange transportation to the various meetings.

Mrs. Herman, Ora May Griggs, and Myrtle R. Poole attended the Installation Dinner in Burlingame on January 16th.

Mrs. Herman and Dr. Luella S. Swauger attended the Public Relations Dinner in Hayward, January 28th.

NEW MEMBERS

ARCHER, MRS. KATE RENNIE
Principal, Douglas Archer Co.
Importer, writer, Lecturer
Insurance Exchange Bldg. S. F.
Res. 1060 Cragmont Ave. Berkeley

BOYD, MISS MARY ADA
Steno. and Office Assistant
Penn. Mutual Life Ins. Co.
1012 Financial Center Bldg.
Te. 8707
Res. 123 Bay Place
Hi. 4854

EMILIE J. BRUHNS
with
THE HELEN & CLARE BEAUTY SHOP
382 - 19th St.

Complete beauty service
All competent operators

Te. 9312

Be sure to mention the Herald when you patronize our advertisers. If you wish a space in the next Herald, see Mrs. Shoolery. The rate is very reasonable.

WOLD BOOK SHOP
50 Grand Avenue

SALE

February 1st to 8th, inclusive
Children's & Adult's Books

Remember Valentine Day
February 14th

NEWS OF WOMEN

"Nellie Taylor Ross is the first woman to have her image on a medal of the United States mint. It came in the routine course of being first woman mint director."

- Pacific Woodman

The National League of Woman Voters is sponsoring a Nation-wide campaign for trained personnel in public service. The Oakland League has been apportioned 1000 of the petition cards for signing. If you are interested, get in touch with either of our club members, Mrs. Frank L. Burckhalter or Mrs. Homer Buckley who are President and Auditor respectively of the Oakland League or with Mrs. Stanley Hands who is chairman of the committee. Her phone number is Olympic 1189.

ADELE WALTER, owner, announces the removal of the LA BELLE SHOP to 64 Grand Avenue, three doors East of the Wold Book Shop. She will be in her new location after February 3rd.

-Adv.

If you have not yet secured a loose-leaf roster, Mrs. Shoolery will take your order for one any time. Price 50¢.

-5-

Again as always, the January "Independent Woman" gives us many worthwhile articles.

"My Debt to the Nations" on page 5 by Eleanor B. Stock calls our attention to the many comforts of modern life that we just take for granted with no thought of the people from many nations to whom we are indebted for these comforts. To quote just one sentence: "As I think of them, tasks and obligations are means to a larger end, the experience of life as an enthusiasm." She then goes on to our indebtedness to the nations for literature, music and art, but you will want to read the article for yourself.

No one could read the article "Alice Seizes the Pencil" by David Allan Ross without feeling very proud of our women authors of today.

By all means read "The Case for Women Jurors" on page 19 by Alma Lutz. We are glad to be able to say that California is not one of the twenty-seven states in which women are ineligible as jurors.

If you have not already read your magazine this month, start with these articles and there is no doubt but that you will continue and read the magazine from cover to cover.

"A wheelbarrow will stand on its own two legs and never move a foot unless you pick it up and push it along.
So would business."

MYRTLE R. POOLE, D. C.

Chiropractor
Graduate, Palmer School

Our sympathy is extended to Mrs. Josephine Holly and her sister whose husband, Mr. W. M. Woodward, passed away very suddenly last week-end.

AMONG OURSELVES

JOSEPHINE KING
Modiste

465 Bellevue Ave.
Higate 4289

Remodeling a specialty

SUGGESTIONS FROM OUR STATE
MEMBERSHIP CHAIRMAN!

These suggestions from the State Membership Chairman, Louise Jolly, will tie in with the talk given at our luncheon in January by our own membership chairman, Myrtle Parrish, who asked each member to send in the names of women in our community who should be members of our club so that they might be invited to join. Here are Miss Jolly's suggestions: Let us strive:

1. To secure outstanding women as members of our organization.
2. To more closely follow the National Program suggestions so that our programs may be of value and appeal to outstanding women.
3. To make sure that no woman in the community who is eligible and desirable as a member fails to receive an invitation to become one of us.
4. To seek to develop leaders among our members, who desire to serve, who know our ideals and program, who have the ability and personality to represent our organization and carry forward our program.
5. To keep in closer touch with the California and with the National Federations, by reading the California Woman, and the Independent Woman and by answering promptly all correspondence.

We are glad to hear that our member, Amy Erickson, has secured the position of Preceptress and Dietitian of the girls dormitory at the State Teachers College at Dickinson, North Dakota. Amy is enjoying the snow and winter sports again. She plans to be back with us by next fall. She has been invited to join the B. P. W. C. in Dickinson, but says she will attend as a guest as she thinks too much of the Oakland Club to transfer. Thank you, Amy, we appreciate your loyalty, and although we miss you, we are glad to hear of your success.

Remember your Pal! Send her a note or card and be a real pal all this year.

We were glad to meet Dr. Jean McIntyre, Dentist, at our Legislative meeting, and hope she will soon be one of us.

PAL PERSONALS

My dear Pal:

Thank you so much for the lovely plant. I had forgotten I had a birthday until your beautiful gift arrived. It was a happy reminder.

Elinor Nichols.

To my thoughtful Pal of '36:

Many thanks for that delightful window box which reached me on my birthday. I immediately planted six hyacinth bulbs. Thus I have a twin for the box I received at the Christmas party from my pal of '35.

Nellie G. Donohoe

KATHRYN LAMBERT LAVINIA HARRIS
Distributors
UTHAGEN BEAUTY BAR
specializing
in

All Kinds of Beauty Work
Hotel Leanington

Higate 9444

Higate 2525



BUSINESS WOMENS HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR MARCH, 1936

BOOK REVIEW

Thursday, March 5, 8:00 P. M. World Book Shop, 50 Grand Ave.

MISS ROSALIND KEEP, Editor of Publications of Mills College will speak on "Private Printing Presses" and will show work done by her Press at Eucalyptus House.

Chairman: ELISABETH SHERMAN

BUSINESS LUNCHEON

Thursday, March 12, Hotel Leamington, 12:15 P. M.
BUSINESS MEETING! Members Only. Election nominating committee.

60¢

BUSINESS WOMEN'S WEEK, March 15 to 21

Wednesday, March 18, Women's Day, Whitthorne & Swan, cooperating with Business Women's Week, when the entire store will be in charge of the women. Our Vice President, Mrs. Josephine Holly will be General Manager for the day and urges as many as can to visit the store on Wednesday, March 18.

LUNCHEON Thursday, March 19, Hotel Leamington, 12:15 P. M.

60¢

Each member is asked to bring as a guest a young unemployed girl. We did this two years ago and as an outcome five girls secured permanent positions. If you do not know an unemployed girl, call the office and one will be provided for you.

Talks will be given by MISS VERA CHRISTIE of the University of California and MISS DORIS DOZIER, Placement Secretary of Mills College.

Chairman: MARIE GRAVES

BRIDGE TEA AND SPRING FASHION SHOW

Saturday afternoon, March 28th, at the H. C. Capwell Tea Room, 20th and Broadway, 2:00 P. M. Tickets 50¢

Chairman: EUNICE FAY KERTELL

CLUB OFFICERS

Pres. Dr. Luella Stone Slaughter
Vice Pres. Josephine Holly
Rec. Sec. Dr. Myrtle Poole
Cor. Sec. Blanche Stedman
Treasurer Thora Benson
Auditor Elinor Nichols

DIRECTORS

Eunice Kertell
Marie Graves
Meta Mohr
Dr. Ella McGilvery
Ella Flynn
Mabel Little

Mrs. Sarah J. Shoolery
Executive Secretary Te. 0462

Office Hours 12:30 to 4:30 P. M.
Except Saturday

BAY DISTRICT NEWS

DeEtte Spangler, Alice Irwin and Rhobie Irwin attended the Bay District meeting at Salinas on Saturday and Sunday, February 15 and 16. Despite the stormy weather there was a good attendance and most interesting round tables. Our own DeEtte Spangler who has served the Bay District this past year as Finance Chairman is now being sponsored for nomination as Financial Secretary of the State Federation.

The next Bay District meeting will be the Annual meeting to be held at Santa Cruz on April 18 and 19. Begin to plan now to attend this meeting so that we may have the largest representation we have ever had at a Bay District meeting. Remember the date, April 18 & 19.

BUSINESS WOMEN'S WEEK

The ninth Annual Business Women's Week will be observed from March 13 to 21. "Effective Democracy" will be the theme of this years observation.

Sixty thousand women, representing 1,490 federated clubs will unite to stimulate interest in government. We ask voters, particularly those who have just reached voting age, to express their viewpoints through the candidates they elect to office. The watchword chosen this year is "Challenge", a challenge by the members of the Federation to all people to elect qualified candidates who can direct their offices efficiently and "for the people."

"Effective Democracy is an inspiration to us all" says Miss Charl Ormond Williams, our National President. "The American people remain the ultimate arbiters of all changes in our government. Upon their intelligent straightforward and unhampered action depends the political, social and economic welfare of the nation."

Thirty-nine new clubs with a total membership of 945 have joined the National Federation since July 1, 1935, according to Miss Marian Parkhurst, Director of Organization.

In line with our observance of Business Women's Week, comes this question. Are you noting how your Senators and Congressmen are voting on various issues?

Did your Senators and Congressmen "Vote Right" on World Peace Issues in the 1935 Session? If you do not know we have a complete list of their votes on measures affecting World Peace at the club room furnished by Mrs. Pauline Otis who urges you to come in and look them over.

ATTENTION, ROSTER OWNERS

CROW CARBON AND RIBBON SERVICE

Something to crow about

528 - Sixteenth St.

Oakland, California

THORA BENSON

Ho. 4924

The enclosed sheets will bring your roster up to date. Add the names of Kate Rennie Archer and Mary Ada Boyd. Remove names of Daisie Briggs, Ellen Dockery, Katherine Freitas, Georgianna Frye, and Bessie Wood Gustason, Honorary Member.

May we ask that news for the Herald, program data, Pal notes, ads and news please be in the club office by the 22nd of each month. Pal notes received later than this will have to be held over until the following month.

-Editor

BRIDGE TEA AND SPRING
FASHION SHOW

We are looking forward to Saturday afternoon, March 28th when we will hold a Spring Tea and Easter Fashion Show at the H. C. Capwell Tea Room at 20th and Broadway at 2:00 P. M.

A delightful afternoon is being planned for you and we hope to have many tables filled. This will be just in time to assist you in picking out your Easter costume.

Eunice Kertell is serving as General Chairman, and assisting on her committee are Myrtle Poole, Mary Campbell, Jennie Selleck, Anna Lignell, Alice Moore, Violet Peterson and Rhobie Irwin.

We will hope to see all of you on March 28th.

HEALD COLLEGE

518 - 17th St. Hi. 0201

Day and Evening Classes
in
Accounting
and
Secretarial Subjects

We hope you have all read your Independent Woman this month. Special attention might be called to the article on page 35 "Women and the World." Here you may read the planks adopted at the Eleventh Conference on the Cause and Cure of War.

It is always interesting to get the point of view of distinguished people and nine outstanding leaders give their opinions "On What Shall we Unite" on page 36 of this same issue.

Through our magazine we are kept in touch with what women are doing the world over.

SAVE
through
ANNUITIES AND ENDOWMENTS

LEA BRUNQUIST
228 Latham Square Bldg.

Phone: Glencourt 1360
Res. Thornwall 1404

NEWS OF WOMEN, cont.

Temple-Like
Upon the Hill

Chapel of Memories
O A K L A N D
Columbarium-Crematorium
Howe and Mather Sts.
Phone Piedmont 1288

TERESINA B. MORGAN, Mgr.

NEWS OF WOMEN

"Fifteen years ago, Lady Astor entered the House of Commons as the first Woman Member. In that time she has become, next to the queen, the best-known woman in England.

Lady Astor has not an easy constituency to fight, in the heart of industrial Plymouth. But she has won through against all comers - Labor, Liberal and brewers' candidates - by a combination of practical sympathy with the needs of the poor and the sheer audacity of her methods of electioneering.

There is a tendency among women Members of Parliament to join with the smug among the male Members in condemning her as "bad form." They might be more charitable if they remembered that Lady Astor had once to bear alone the brunt of incredible male prejudice in the House of Commons. She met it and beat it, and the unruffled life of the woman Member of Parliament today is the result.

Critics who deride Lady Astor's parliamentary methods forget what courage it takes to face a hostile chamber.

Party government depends on the existence, despite fierce differences, of a mutual respect between opponents and of a common agreement upon fundamentals.

Lady Astor does not a little to provide it. That is why I regard her as one of the most vital forces in English politics."

By Robert Bernays.
(c) Forum Publishing Co., Inc.
Copied by permission

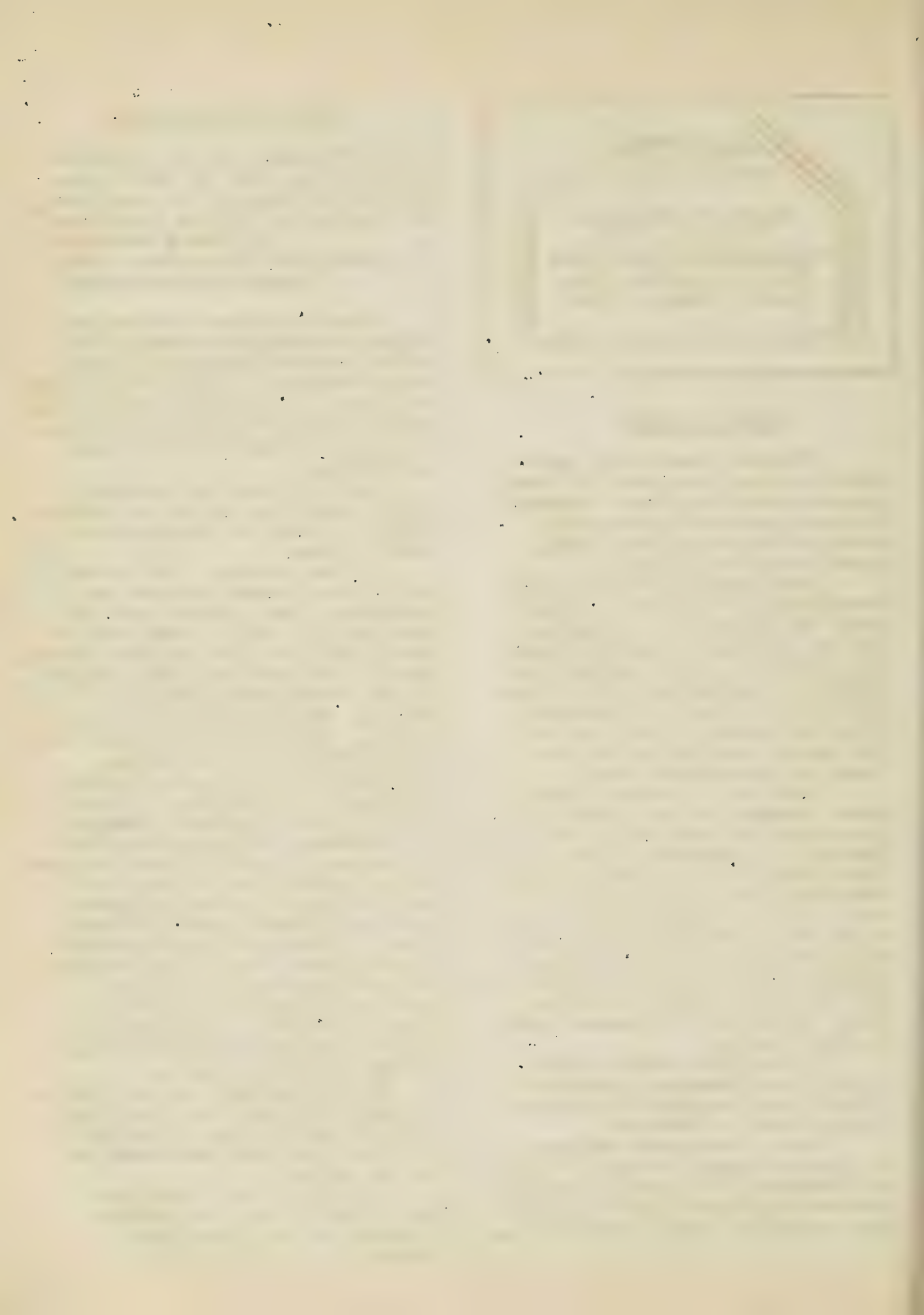
Women in China are making rapid advancement according to the Honorable Chao-Chin Huang, Consul General of China who spoke to a group of Oakland Chinese and their friends recently at a dinner given at the International Institute.

He told many interesting facts about the status of modern woman in China of which we will quote a few.

At the present time there are fifteen women lawyers in Shanghai. The largest bank in Shanghai is run by women exclusively and has five hundred rooms. During 1934 and 1935 when seven of the banks operated by men failed, this bank showed a gain of 10%. There are now seven Women's Universitys in China. Shanghai has thirty-five women policemen in uniform. Of sixty busses running between Shanghai and Soochow, forty are operated by women. He stated that the Women's Association of China is much stronger in its influence than our women's organizations here. Often the American born Chinese have more of the customs of Old China due to the fact that their parents left there thirty or forty years ago and have taught their children the customs of those times.

He recommended to the American born Chinese that they take a trip to see the New China and he also urged the Americans to do the same.

He added that China has built 50,000 miles of modern highways in the past three years.



IN MEMORY

Brave, generous, loving,
always kind; a scintillating
quickness of thought; a mind
outpouring a wealth of new
ideas; an optimism that car-
ried her to heights above all
depressive clouds; a faith
that transcended every trial;
genial, charitable, a friend
to all.

These are but a few of
the words to describe our be-
loved Bessie Wood Gustason,
who passed from our earthly
vision last month.

How we missed her when
she moved from the city she
had loved and served, and
what a sparkling audience she
brought on her then infrequent
visits to our club. And now,
"With a cheery smile and a
wave of the hand

She has wandered into an un-
known land,
And left us dreaming how very
fair

It needs must be, since she
lingers there."

Dear Club President, revered
woman of outstanding great-
ness, cherished friend, fare-
well!

- Contributed by a member

EMILIE J. BRUNHS

with

THE HULLEN & CLAVE BEAUTY SHOP
382 - 19th St.

Complete beauty service
All competent operators

Te. 9312

"The fellow who holds his
head down
Is rarely recognized by
the rushing world."

IRVING F. POOLE, D. C.

Chiropractor
Graduate, Palmer School

AMONG OURSELVES

Mabel Little has been very
ill with a severe case of "flu"
for several weeks, but at last
reports is slowly improving al-
though not yet able to be out.
We all hope to see you at our
meetings again soon, Mabel.

DeEtte Spangler, Iva Havlin
and Dr. Svauger attended the
San Francisco Installation dinner
at the St. Francis Hotel on
Saturday, Feb. 22nd and report a
most enjoyable evening.

Our newest member, Mrs. Kate
Lennie Archer, whom most of you
have not yet had the pleasure of
meeting has been ill for a number
of weeks with pneumonia. She is
now on the way to recovery we are
glad to say.

Mrs. Lenora Estell Herman is
in Chicago for several weeks to
attend a meeting of the Board of
Directors of the All American
Beauty Culture Schools Associated,
Inc.

A letter from Mae B. Wilkin
this week tells that she has been
at Hollywood, Florida since the
first of the year. She does not
apparently care as much for Florida
as she does for California since
she says she is glad she will soon
be returning to West Virginia
and hopes Florida will have seen
her for the last time. She sends
greetings to all her club friends.

PAL PERSONALS

To my 1936 Pal, who understands,
individually, the love and
friendship of a marvelous Club,
that has preserved my faith in
humanity, while all about me
circumstances tended to dis-
parage it.

My Pal.

"A friend in need, is a friend
indeed."

A statement so full of meaning
Whatever your faith or whatever
your creed,
Your radiant hope is seeming
To lift me out of the gloom, I
am freed
With an inner light still
beating,
Giving courage that comes at
a time of need
To arise and ascend.

Your hyacinth came on St. Valen-
tines' Day,
Bursting with bloom and fra-
grance;
Bringing the message that all
flowers say,
Life is Eternal. If by mis-
chance
Shadows surround us, unceasing
we pray,
Even though enemies curb my
advance,
I still hold the message, dear
friend, you convey,
A Benediction.

Mabel Kuss

If in doubt about a gift
send
FLOWERS

Horse's Flower Shop
4498 Piedmont Ave. Pl. 0177

BONNIE FAY KERTELL
Owner

To my dear Pal:

Your lovely Valentine re-
membrances really overwhelmed
me and I only wish I could know
who you are so that I could
thank you in person. Since that
cannot be, I send this message
of thanks to you until the time
when the secret of our Pals is
disclosed.

Meta C. Mohr

Dear Pal:

Many thanks for the beauti-
ful plant you sent me on Valen-
tines Day. It has cheered not
only myself, but everyone who
has come in since and it is still
as beautiful as ever.

Mary Johnson

Josephine McClenegan suffered
a painful accident on Thursday
and fractured her foot. We all
extend to her best wishes for a
speedy recovery.



BUSINESS WOMEN'S HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR APRIL, 1936

LUNCHEON

Thursday, April 2, Hotel Leamington, 12:15 P. M. 60¢
Election of officers. Election of delegates to Bay
District Annual meeting at Santa Cruz.
LOLA STEPHENS will tell us of her recent trip to South America
Vocal solos by MISS AIDA KLEDER accompanied by MRS. M. B. HAMILTON

Chairman: MATILDA WIGGER

INFORMAL

Thursday, April 9, at the home of Dr. Luella Swauger,
3785 Harrison St., 6:30 P. M. A real home cooked dinner! 50¢

Chairman: ANNA A. LIGNELL

BOOK REVIEW

Thursday, April 16, World Book Shop, 50 Grand Avenue, 8:00 P. M.
JULIA COOLEY ALTRUCCI will review her book "Snow Covered Wagons."

Chairman: ELISABETH SHERMAN

BAY DISTRICT ANNUAL MEETING

April 18th and 19th at the Palomar Hotel in Santa Cruz.
Saturday evening, 7:00 P. M. Banquet, Spanish Ballroom
Sunday morning, 8:15 Breakfast 9:30 A. M. Business Session

Transportation Chairman: LENORA ESTELL HERMAN

INSTALLATION AND BIRTHDAY DINNER

Thursday, April 23, Hotel Leamington, 7:00 P. M. \$1.10

An unusual and interesting program is being arranged.
We anticipate a 100% attendance to see our new officers
installed!

Chairman: MATILDA WIGGER

CLUB OFFICERS

Pres. Dr. Luella Stone Swauger
Vice Pres. Josephine Holly
Rec. Sec. Dr. Myrtle Poole
Cor. Sec. Planche Stedman
Treasurer Thora Benson
Auditor Elinor Nichols

DIRECTORS

Eunice Kertell
Marie Graves
Meta Mohr
Dr. Ella McGilvery
Ella Flynn
Mabel Little

Mrs. Sarah J. Shoolery
Executive Secretary Te. 0462

Office Hours 12:30 to 4:30 P.M.
Except Saturday

BOOK REVIEW

Again, our Book Review Chairman has secured for us an outstanding speaker for our April Book Review when she brings to us Julia Cooley Altrocchi, author of "Snow Covered Wagons." As we look over our programs of the past year, we can see that we surely owe a big vote of appreciation to Elisabeth Sherman for the outstanding programs she has arranged for these happy evenings at the Wold Book Shop.

"Some of your hurts you
have cured
The sharpest you still
have survived
But what torments and
grief you've endured
From evils which never
arrived."

MYRTLE R. POOLE, D. C.

BAY DISTRICT ANNUAL MEETING

At our luncheon meeting on April 2, we will elect our delegates to the Bay District Annual meeting to be held in Santa Cruz on April 18th and 19th. We are entitled to four delegates and four alternates. We hope that many of our members will plan to attend this meeting especially those who are to be our officers and directors for the coming year so that they may bring to us the enthusiasm they will receive and also the knowledge of what has been done in our District this past year.

Be sure to make your Hotel and Meal reservations in advance.

Our Bay District Transportation Chairman, Mabel Fogg, brings the following to our attention:

Section 403 of the California Vehicle Act as Enacted and Amended by the Legislature - 1935
403. Liability for Personal Injury to or Death of "Guest."
No person who as a guest accepts a ride in any vehicle upon a highway without giving compensation for such ride, nor any other person, has any right of action for civil damages against the driver of such vehicle or against any other person legally liable for the conduct of such driver on account of personal injury to or the death of such guest during such ride, unless the plaintiff in any such action establishes that such injury or death proximately resulted from the intoxication or wilful misconduct of said driver."

ANNUAL CALIFORNIA SPRING GARDEN SHOW

April 2 - 5th.
April 1st - Sponsor's Night!



CROW CARRON & FIBBON SERVICE

Something to crow about

528 - Sixteenth St.

Oakland, California

THORA BENSON Ho. 4924

BUSINESS WOMEN'S WEEK LUNCHEON

What a day of inspiration our Thursday luncheon during Business Women's Week provided. The fine attendance was in itself inspiring.

Miss Vera Christie of the University of California and Miss Doris Dozier, Placement Secretary of Mills College both gave most interesting talks.

Miss Dora Sun, a young Chinese student at Mills College gave a short talk on the status of women today in China.

SYMPATHY

Our deepest sympathy is extended to our club members, Mrs. Rose Burckhalter in the loss of her husband and Miss Rudolphine Radil in the loss of her father this past month.

EMILIE J. BRUHNS

with

THE HELEN & CLARE BEAUTY SHOP

382 - 19th St.

Complete beauty service

All competent operators

Te. 9312

-3-

NOTICE TO ROSTER OWNERS

Due to misinformation from the Post Office, we have been including the new roster pages with the Herald. In the future, you will only receive the new sheets for your rosters once every three months with your quarterly statement as they must be sent first class mail. If any of you find your rosters mixed up due to so many new sheets, you may bring them in to Mrs. Shoolery and she will be glad to put them into shape for you.

If in doubt about a gift
send
FLOWERS

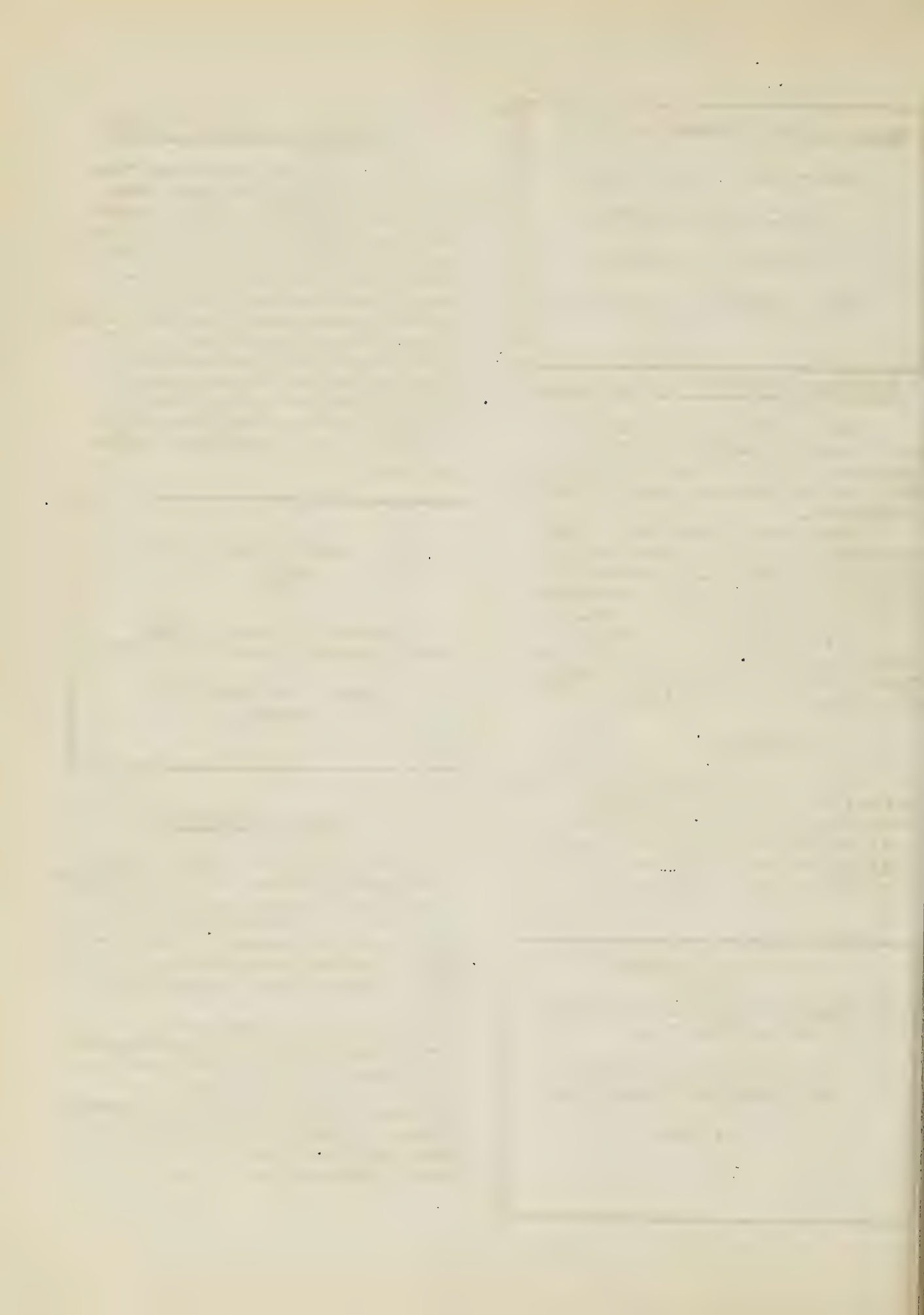
Morse's Flower Shop
4498 Piedmont Ave. Pi. 0177

EUNICE FAY KERTELL
Owner

AMONG OURSELVES

Dr. Ella McGilvery took a group of friends, including Thora Benson and Elsie Rae to Clear Lake for her first trip to her cottage this season. They report the "Red Buds" and all the wild flowers very beautiful.

Dr. Luella Swauger, Mr. Swauger, Miss Jessie Scott, and Mrs. Shoolery attended the Public Relations dinner in Richmond during Business Women's Week. Judge Teresa Meikle of the San Francisco club gave a most interesting talk.



HEALD COLLEGE

518 - 17th St. Hi. 0201

Day and Evening Classes
in
Accounting
and
Secretarial Subjects

REPORT OF THE NOMINATING
COMMITTEE

At the luncheon meeting on March 19th, the nominating committee composed of Freda Smith, Jean Baird, Lola Stephens, Effie Barnes and Marcella Graham, made their report. Nominations were called for from the floor, but none were made and the nominations were closed. Following is the list:

Pres.	Jessie Scott
Vice Pres.	Lydia White
Rec. Sec.	Lenora Herman
Cor. Sec.	Delena Randall
Treasurer	DeEtte Spangler
Auditor	Elsie Beaumont
Directors:	Ann Machin
	May Ratchford
	Olive Cathcart

Directors who remain for another term on the Board are:

Marie Graves
Eunice Kertell
Meta Mohr

We must bear in mind that according to our by-laws any member who is not in good standing is not entitled to vote or hold office.

SAVE
through
ANNUITIES AND ENDOWMENTS

LEA BRUNQUIST
228 Latham Square Bldg.

Phone: Glencourt 1360
Res. Thornwall 1404

NOTICE

The San Francisco and the East Bay Leagues for the Hard of Hearing call your attention to a joint meeting to be held at the Art Gallery at Mills College on Saturday, April 18, beginning at 11 or 12. There will be a Japanese exhibit and all hard of hearing adults are invited. They are asked to bring their own lunch. If you have any friends who are hard of hearing, tell them about this meeting.

The American Society for the Hard of Hearing is holding a membership drive from Mch. 15 to May 1st. As this handicap is often a deterrent to earning a living, much of their budget is provided by people who can hear, but are interested in their work. The Society does a great deal of preventitive work among children as well as aiding the adult deaf to rehabilitate themselves.

PAL PERSONALS

Dear Pal:

Many thanks for the valentine and the beautiful corsage which I received at the last dinner meeting. Both were deeply appreciated.

Alice Irwin

Dear Pal:

The arrival of your exquisite corsage on Women's Day made a very happy successful day quite perfect. Thank you more than I can say for thinking of me in such a beautiful way.

Josephine Holly

Dear Pal:

Many thanks for the lovely valentine of Spring Flowers. It was very much appreciated.

Lola Stephens

TILLMAN W. PATTERSON
JANE E. PATTERSON

offer to those in bereavement
the use of their home
for a truly
personal and complete service

620 East 14th Street
Oakland, California

Telephone: Higate 5363

Temple-Like
Upon the Hill

Chapel of Memories
O A K L A N D
Columbarium-Crematorium
Howe and Mather Sts.
Phone Piedmont 1288

TERESINA B. MORGAN, Mgr.

"INDEPENDENT WOMAN"

No doubt you have already read your magazine this month, but just in case you have been too busy with Business Women's Week, our Bridge Tea and Fashion Show and all your other various activities, we will call your attention to a few of the many worthwhile articles in this issue.

On page 69, "Building a Nation's Health" fits in with the April "step" of the year's climb toward the Ten Year Objective. Many of our clubs make a record of the number of their members who have a 100% attendance at their business for a year with no time off due to illness, and have this report given at a Health program.

Of special interest in these days of fascism and the various other "isms" of Europe is the article on page 70, "Daughters of Italy Speak Their Mind." It was interesting to note how widely their views toward the war varied.

Please bear in mind that Pal notes, ads and news for the Herald must be in the club office by the 22nd of each month. We ask your cooperation.

FIRST CALL TO STATE CONVENTION

The annual meeting of the California Federation will be held May 15 to 17 at Coronado, Calif.

If any of you are planning to go by rail, special round-trip tickets at approximately $1\frac{1}{4}$ ¢ per mile are being offered. Stopovers are allowed. In order to take advantage of this rate, you must secure a certificate from your club. These must be secured from the State Transportation Chairman, so if any of you wish a certificate, let us know at once so that we may order them.

If any of you are planning to drive and would have room for another passenger, will you also give this information to our transportation chairman, Mrs. Lenora Herman or to Mrs. Shoolery.

Be sure to read Section 403 of the California Vehicle Act on page 2 under the Bay District meeting.

WEST COAST PRINTING CO.
471 - 4th St.

Office Forms
Catalogues - Folders
Personal and Engraved
Stationery

Telephone Higate 2658

As an aid to the new Board, your suggestions for the coming year will be greatly appreciated. Will you please fill out the following questionnaire and return it to the club office not later than May 1st to assist the new Board at their organization meeting early in May.

Which do you feel should predominate:

Meetings with a good speaker_____

Social Meetings_____

What type of social meetings do you prefer_____

Should we continue to follow as nearly as possible the programs as outlined by National as we have done in the past_____

If not, what plan do you suggest_____

Do you wish to continue the Informals_____

If so, have you any suggestions to help make them successful_____

Do you feel that the Book Reviews should continue to be a part of the regular monthly program_____

Would you like a Study Group_____

If so, would you take an active part_____

Will you serve on an active committee_____

Do you prefer any special committee_____

Have you any suggestions for the Herald for the coming year_____

Remarks:_____

Name_____

Address_____

Telephone_____



BUSINESS WOMENS HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR MAY, 1936

BOOK REVIEW

Thursday, May 7, World Book Shop, 50 Grand Avenue, 8:00 P. M.

MRS. INER JACOBSEN will give a talk on her trip to Europe in 1934 especially telling of the pageants at Stratford on Avon and Oberammergau using photographs taken by them now filmed for the stereopticon.

Chairman: ELISABETH SHERMAN

INFORMAL

Thursday May 14, at the home of Dr. Luella Swauger, 3785 Harrison St., 6:30 P. M. Dr. Swauger has again offered the use of her home. See note on Informals on page 3.

50¢

STATE CONVENTION

Coronada, California, Friday, Saturday and Sunday, May 15, 16 and 17.

LUNCHEON

Thursday, May 21, Hotel Leamington, 12:15 P. M.

60¢

This being National Foreign Trade Week, thru the Oakland Chamber of Commerce we have secured MR. JOHN A SOWERS as a speaker. His subject will be: "THE SIGNIFICANCE OF FOREIGN TRADE TO THE CITY OF OAKLAND."

Chairman: MATILDA WIGGER

COLLEAGUE DINNER

Thursday, May 28th, Hotel Leamington, 6:30 P. M.

85¢

Speaker: MISS FLORENCE STAHL, Junior Past President of the Bay District. Subject: "HUMPS AND HURDLES," telling of the aims and objectives of our National Federation and the Ten Year Objective. Members are asked to bring as guests their employers or a Colleague in business so that they may know what our Federation really means to us.

Chairman: MATILDA WIGGER

CLUB OFFICERS

Pres. Jessie Scott
Vice Pres. Lydia White
Rec. Sec. Lenora Herman
Cor. Sec. Delena Randall
Treasurer DeEtte Spangler
Auditor Elsie Beaumont

DIRECTORS

May Ratchford
Olive Cathcart
Ann Machin
Eunice Kertell
Marie Graves
Meta Mohr

Mrs. Sarah J. Shoolery
Executive Secretary Te. 0462

Office Hours 12:30 to 4:30 P.M.
Except Saturday

"COLLEAGUE DINNER"

This meeting will give you an opportunity to have your employer or a colleague in business hear about the aims and objectives of our National Federation from one who knows the subject well and has done much to further the California Federation. Florence Stahl needs no introduction to you. She has served for the past two years as President of the Bay District. She has now been nominated as Membership Chairman for the State Federation. We hope you will all respond to the invitation to this dinner and will each bring a guest.

HONORING OUR PAST PRESIDENT

Of course we all know of the high esteem in which our outgoing President, Dr. Luella Stone Swauger is held and we are glad to see that others recognize her worth as we do. This past month she has received the honor to be appointed by the Governor of our State as a member of the Board of Directors for the State Industrial Home for the Adult Blind.

MESSAGES FROM YOUR PRESIDENT

After the many kind pledges of loyalty and support you have so generously given me, there can be no doubt that we are going to have a happy year together. Let us both work and play together, so that at the end of the coming year we may truly be "Better Business Women for a Better Business World."

JESSIE D. SCOTT

LUNCHEON, MAY 21st.

This being National Foreign Trade Week, our program will be in keeping with that observance.

Mr. John A. Sowers who will speak for us is First Vice President of the Oakland Foreign Trade and Harbor Club and is in charge of the Cooperative Office of the United States Department of Commerce, Bureau of Foreign and Domestic Commerce, at the Oakland Chamber of Commerce. He is also Department Head of the Foreign Trade Department of Armstrong College, Berkeley. We know he will bring an interesting message.

HEALD COLLEGE

518 - 17th St. Hi. 0201

Day and Evening Classes
in
Accounting
and
Secretarial Subjects

Space does not permit calling attention to any special articles in the April "Independent Woman." However, we suggest you read them all for no matter whether you agree with them or not, you will find much food for thought.

"Mother's Day" is May 10th

A gift for your own mother or
a friend's mother!

THE YELLOW LANTERN
46 Grand Ave.

BAY DISTRICT MEETING

Among our members attending the Bay District meeting at Santa Cruz on Saturday and Sunday, April 18 and 19 were: Dr. Luella Stone Swauger, Alice Irwin, Ora May Griggs, Rhobie Irwin, Blanche Stedman, DeEtte Spangler and Lenora Estell Herman.

The reports of the work done by the various committees this past year and the reports given by the President's of the various clubs were all very interesting and helpful toward the planning of a new year's work.

New officers for the Bay District for the coming year are as follows:

President,
Miss Helen Ward, Salinas
Vice President,
Mrs. Charlotte McClelland,
San Francisco
Recording Secretary,
Miss Vera Swoboda, Gilroy
Corresponding Secretary,
Miss Gertrude Ernst,
Pacific Grove

Treasurer,
Mrs. DeEtte Spangler, Oakland
Auditor,
Miss Lucile Hewett, Alameda.
At the Sunday luncheon, the honored guest and speaker was our State President, Mrs. Carolyn Weber.

A delightful musical program was presented by Madame Murray McAdams Yerbury and her sister, Madame Helene Murray. Madame Murray sang an Emblem song, the

music being arranged by herself and the words written by Patricia Calhoun of Berkeley. The words follow:

ON OUR EMBLEM

"There's a Torch held high and
gleaming
And it makes the pathway light,
There's a Scroll that bring us
knowledge
And it holds the future bright,
There's a Ship that proudly
sailing
To the port of Progress bound,
There's the Wand that leads us
onward,
Bringing Peace the world around.

There is Nike, fam'd for Vict'ry,
Standing dauntless brave and
true,
These are bound 'round by a
Circle
Holding Friendships old and new;
That's our Emblem, it has
meaning,
Has our aims and hopes entwined,
Let us forward go together,
Love and Truth and Joy to find."

EMILIE J. BRUHNS
with
THE HELEN & CLARE BEAUTY SHOP
382 - 19th St.

Complete beauty service
All competent operators

Te. 9312

REGARDING INFORMALS

One of the big problems of the Informals committee is to find homes where we can meet. The room at the Y. W. C. A. is no longer available, so if we are to continue informals, we must do so by meeting at homes. If you have room and would like to have us, please tell the secretary so that various meeting places may be arranged.

INSTALLATION AND BIRTHDAY
PARTY

About one hundred members and friends gathered together at the Installation dinner and birthday party of our club on Thursday April 23.

Our new officers for the coming year were installed and took their places at the head table.

Past Presidents participating in the program were Alice Burnell, Bird Wilson (representing Bessie Wood Gustason), Susanne Chalmers, Mary Belle Guber, Josephine Swan White, Mary Barmby, Faye Otis Buckley, Teresina B. Morgan, Dr. Luella Stone Swauger, Anna Lignell and Freda Smith. The last President to participate was Jessie Scott who will lead the club through its eighteenth year.

Music was furnished by the Vocalon trio of Palo Alto, composed of Mrs. J. G. Marshall, daughter of Mrs. Guber, Mrs. E. P. Alwyn, Mrs. W. W. Freeman, and Mrs. Taylor Reedy, accompanist. We are deeply indebted to them for their lovely contributions to our program.

Alice Irwin and Rhobie were elected as delegates to the State Convention at Coronada, May 15, 16 and 17.

CROW CARBON AND PIBLON SERVICE

Something to crow about

528 - Sixteenth St.

Oakland, California

THORA BENSON Ho. 4924

The Wold Book Shop has donated "Sparkenbroke" by Charles Morgan to the Club Library. It is now available to those who wish to read it.

DICKINSON SHORTHAND
IN 30 DAYS

Gregg Shorthand in 3 months
All Secretarial Subjects
Effective Employment Service

DICKINSON-WARREN
SECRETARIAL SCHOOL

2510 Bancroft, B., TH. 1973
473 14th St., O., GL. 6825
369 Pine, S. F., EX. 0992

OUR PARTY

Our Bridge Tea and Spring Fashion Show held at H. C. Capwell's Tea Room on March 28th was an outstanding success.

Two hundred and fifty club members and friends attended and all reported a delightful time. Representatives attended from several nearby clubs, including Alameda, Berkeley, Livermore and Richmond.

The committee are glad to be able to report that a net profit of \$56.57 was realized on the party and wish to announce at this time that preparations are already being made for another one to be held at the same place on September 12th. Plan now to save that date and to entertain some of your friends.

We wish to thank those who so kindly donated door prizes, Oakland Crematorium and Columbarium, Miss Mary Campbell, Miss Saylor's Chocolates, The H. C. Capwell Co., I. Magnin and Co., The Yellow Lantern and The Wold Book Whop.

The cards were loaned to us by the Albert Brown Co. who also loaned us the score pads and tallies. The pencils were donated by the Oakland Crematorium and Columbarium.

To all those who contributed to the success of this party, the committee and the Board of Directors extend their thanks.

TILLMAN W. PATTERSON
JANE E. PATTERSON

offer to those in bereavement
the use of their home
for a truly
personal and complete service

620 East 14th Street
Oakland, California

Telephone: Higate 5363

Temple-Like
Upon the Hill

Chapel of Memories
O A K L A N D
Columbarium-Crematorium
Howe and Mather Sts.
Phone Piedmont 1288

TERESINA B. MORGAN, Mgr.

BOOK REVIEWS

We were very sorry that Mrs. Julia Cooley Altrocchi was ill and unable to review her book "Snow Covered Wagons," but were delighted to find that her kind husband was willing to come and give the review for her. Such a man should really be a "club husband" for he would qualify in every way. Professor Altrocchi gave us a most interesting evening and I am sure if you have not already read "Snow Covered Wagons" you will do so at your first opportunity.

This month we will have the opportunity of hearing Mrs. Jacobsen, wife of our Superintendent of schools, tell us of their trip to Europe in 1934, especially of the pageants given that year at Stratford on Avon and at Oberammegau. She will use the stereopticon showing photographs taken by them now filmed for the stereopticon. We know we may look forward to an entertaining and informative evening.

At this time we would like to thank our chairman of Book Reviews, Elisabeth Sherman and her committee for the many happy evenings they have arranged for us during the past year.

YOUR CLUB

What are you going to be in your club? Are you going to be:

"An Attender or an Absenter?"

"A Pillar or a Sleeper?"

"A Ving or a Weight?"

"A Power or a Problem?"

"A Promotor or a Provoker?"

"A Giver or a Getter?"

"A Goer or a Gadder?"

"A Doer or a Deadhead?"

"A Booster or a Knocker?"

"A Lifter or a Leaner?"

"A Supporter or a Sponger?"

"A Soldier or a Slacker?"

A little self-examination, once in a while, is a wholesome practice. Let us, therefore, ask ourselves, "What am I doing now?" "If every Club member did as much work as I am doing, what kind of a Club would there be?"

"Would it be a growing, vigorous organization, or would it be static and weak?"

-Contributed.

If in doubt about a gift
send
FLOWERS

Morse's Flower Shop
4498 Piedmont Ave. Pi. 0177

EUNICE FAY KERTELL
Owner

SAVE
through
ANNUITIES AND ENDOWMENTS

LEA BRUNQUIST
228 Latham Square Bldg.

Phone: Glencourt 1360
Res. Thornwall 1404

PAL PERSONALS

To my 1936 Pal:

I was so pleased to receive the lovely tulip plant on Easter Morn, which brightened up my living room, as I had just moved a short time ago, and things did not look so bright. Many thanks until I know who you are.

Maud Mitchel

Dear Pal:

I want to thank you for the beautiful Easter Lilly which I have been enjoying every day.

Emilie J. Bruhns

Dear Pal:

Thank you so much for your kind Easter Remembrance. It is nice to have a Pal.

Mary Farmby

Dear Pal:

If the way to a man's heart is thru his stomach, just as surely is the way to a pal's heart thru her hobby! Many thanks for the lovely cards and the neat little flower pot tools. It is in use.

Your appreciative pal,
Blanche E. Stedman

Dear Pal:

Thanks so much for the beautiful Easter Lilly which came to spend Easter with me.

Ella Saylor Brooks

Have YOU remembered your Pal? Send her a cheery card or a little note so that she will know you are thinking of her!

To my Pal:

Your lovely spring blooms added beauty and a touch of mystery to a very happy anniversary.

Ella M. Flynn

My Dear Pal:

We were compelled to spend Easter at home, and your lovely flowers brightened the day very much. My sister and I sincerely appreciate your thoughtfulness.

Bird M. Wilson

Dear Pal:

Many thanks for the lovely Easter Lilly left at my house. I certainly appreciate your thoughtfulness.

Lea Brunquist

Dear Pal:

I want to send you my heartiest thanks for the very attractive package of playing cards you sent me for a valentine. And the lovely card that came with it was very much appreciated. I have enjoyed using the cards upon two occasions where a number of club friends were gathered and they thought too that I had a very thoughtful pal.

Jean D. Baird

Dear Pal:

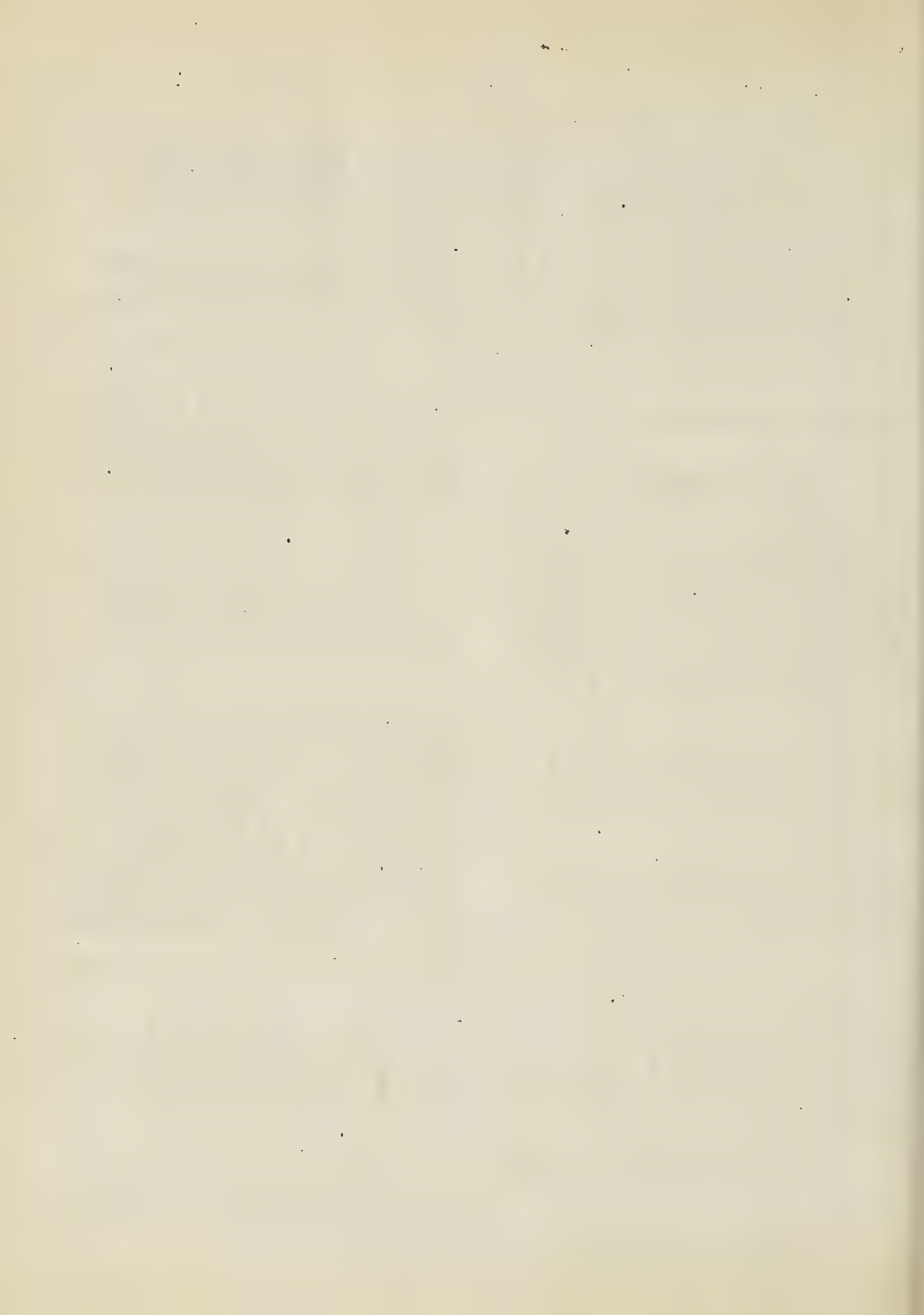
Thank you for your many kind remembrances and I know you must have inside information regarding my love for "Spanish Iris."

Meta Mohr

Dear Pal:

Many thanks for the lovely valentine and Easter remembrances. You surely know just what I like.

Alice Moore



WEST COAST PRINTING CO.
471 - 4th St.

Office Forms
Catalogues - Folders
Personal and Engraved
Stationery

Telephone Higate 2658

Ask for Mrs. Cook

AMONG OURSELVES

Hermine L. Kruger left on Friday, April 10 on the Antigua for a three weeks trip to Mexico including several days in Mexico City.

Miss Mary Barmby, Alameda County Librarian and Miss Sarah McCardle, County Librarian at Fresno left for an extended trip on Sunday, April 26. First they will attend the State Library Association meeting at Coronada. From there they will start East on May 2nd to attend the National Library Association meeting at Richmond, Virginia, stopping at Baton Rouge and New Orleans. Following the Convention they plan to visit in Washington D. C. They will then proceed to Lincoln, Nebraska where they are to be guests at the Governor's mansion for several days to meet in conference regarding the County Library system used in California. They plan to come directly home from Lincoln. We all wish them a joyous trip.

Mrs. Ann Thomsen, Elsie Rae, Matilda Wigger and Miss Ashley, a prospective member of our club, attended the San Francisco Club's Bridge party and Fashion Show at the Palace Hotel, April 16.

DeEtte Spangler, Lola Stephens and Alice Moore made a recent week-end trip to Eureka.

Mrs. A. Stoppan has returned from a two weeks vacation trip to Los Angeles and San Diego.

Dr. Luella Stone Swauger, Mrs. Alice Irwin and Rhobie attended the Installation Brunch Sunday morning, April 26 at Berkeley. The same members attended the Installation dinner in Alameda Monday evening.

IN MEMORY

We were deeply saddened this month by the passing of one of our most loyal and dearly beloved members, Mabel Little. Mabel kept a standing reservation for all our meetings as our club was dear to her heart and all who knew her felt her friendliness.

"A true friend unbosoms freely, advises justly, assists readily, takes all patiently, defends courageously and continues a friend unchangably."

William Penn

"The record of a generous life runs like a vine around the memory of our dead, and every sweet unselfish act is a perfumed flower."

Robert Ingersoll

Mrs. Florence Madsen, Mabel's sister has asked that we take this means to thank all of you who so kindly remembered Mabel during her last illness with flowers, notes and cards. Mabel enjoyed them all and we can feel comforted to know that our thoughts were of help to her in her time of need.

Our sympathy is also extended to our dear club member, Amy Kirkendall whose mother passed away this past month following a long illness.



BUSINESS WOMEN'S HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR JUNE, 1936

LUNCHEON

Thursday, June 4, Hotel Leamington, 12:15 P. M. 60¢
COLONEL RHYS DAVIES will give an illustrated talk on the
East Bay Regional Park District.
MRS. CATHERINE K. A. MARSH will tell us about the California
Consumers Conference.

Chairman: JOSEPHINE E. HOLLY

DINNER

Thursday, June 11, Hotel Leamington, 6:30 P. M. 85¢
ANNUAL MEETING - Reports of committees for past year.
(Committee chairmen, please note and be prepared)
Report of State Convention at Coronado by our delegates,
ALICE IRVIN and RHOBIE IRVIN

Chairman: DR. LUELLA STONE SWAUGER

BOOK REVIEW

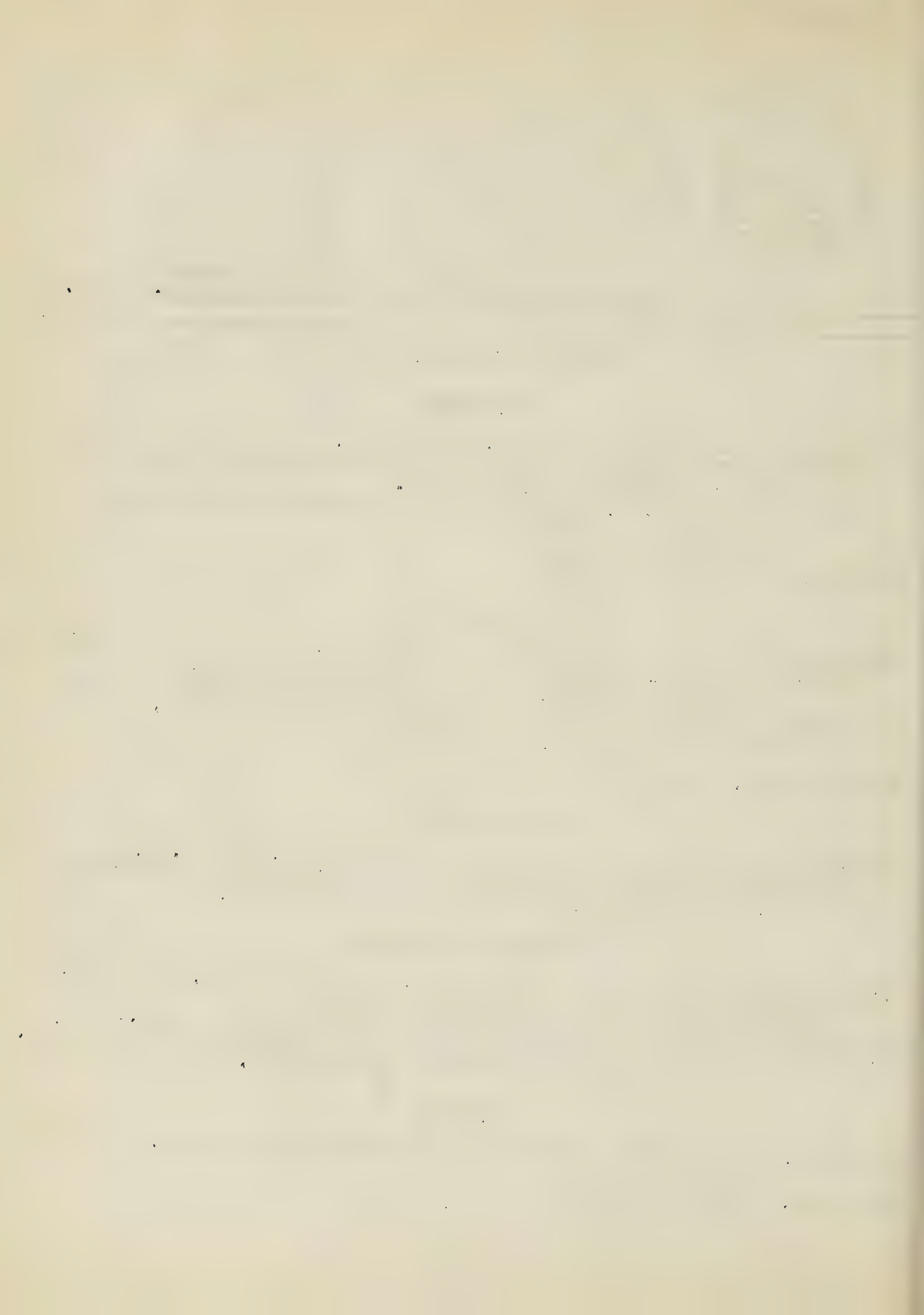
Thursday, June 18, World Book Shop, 50 Grand Avenue, 8:00 P. M.
MR. ELLIOTT HENSEL, Advertising Manager of the Oakland Tribune
will speak on "Growth of Business in Oakland."

REGIONAL CONFERENCE

Sunday, Monday and Tuesday, June 21, 22, 23 Tahoe Tavern, Lake Tahoe
Fourth Annual Western Regional Conference.
Hotel rates for entire conference including meals \$16.75
The National Federation President, CHARL ORMOND WILLIAMS will be there.
Make your reservations immediately.

INFORMAL

Thursday, June 25, Home of Elisabeth Sherman, 964 - 18th St. 50¢
Chairman: JENNIE SELLECK



CLUB OFFICERS

Pres. Jessie Scott
Vice Pres. Lydia White
Rec. Sec. Lenora Herman
Cor. Sec. Delena Randall
Treasurer Dottie Spangler
Auditor Elsie Beaumont

DIRECTORS

May Ratchford
Olive Cathcart
Ann Machin
Eunice Kertell
Marie Graves
Meta Mohr

Mrs. Sarah J. Shoolery
Executive Secretary Te. 0462

Office Hours 12:30 to 4:30 P. M.
Except Saturday

JUNE LUNCHEON

Colonel Rhys Davies who was formerly chief of Canadian Reclamation and Land Settlement will speak for us on "recreation, A New American Industry." Colonel Davies is a world traveler and lecturer of international reputation.

At the same meeting, Mrs. Catherine K. A. Marsh, chairman of the Research committee of the Alameda B. P. W. C. and a member of the Executive Committee of the California Consumers Conference will give a short talk on "Hidden Taxation."

NEW MEMBER

Miss Josephine King
Modiste
Style O' Month
Knitted Sports Wear
Res. 465 Bellevue Ave.
Telephone: Higate 4289

We are glad to again welcome Miss King as a member.

WEST COAST PRINTING CO.
471 - 4th St.

Office Forms
Catalogues - Folders
Personal and Engraved
Stationery

Telephone Higate 2658

Ask for Mrs. Cook

HEALD COLLEGE

518 - 17th St. Hi. 0201

Day and Evening Classes
in
Accounting
and
Secretarial Subjects

SYMPATHY

Our hearts were saddened this month by the passing of one of our most beloved club mothers, Mrs. Finch, who would have been ninety two years old in a few days. Our sympathy is extended to her daughter, Delena Randall.

SAVE
through
ANNUITIES AND ENDOWMENTS

LEA BRUNQUIST
228 Latham Square Bldg.

Phone: Glencourt 1360
Res. Thornwall 1404

EMERALD BAY CAMP AND HOTEL

LAKE TAHOE

When you attend the REGIONAL, May 21, 22, 23
why not
spend some time at Emerald Bay

RATES

\$3.50 per day and up, \$22.00 per week and up
including lodging and meals
European Plan \$1.50 per day and up

Housekeeping accomodations \$10.00 per week and up

GOOD FISHING, BOATING, HIKING, DANCING

write to

NELSON L. SALTER, EMERALD BAY, LAKE TAHOE, CALIF.

AMONG OURSELVES

Lola Stephens has gone to Emerald Bay where she will be in charge of the Post Office for the coming season. She will be glad to greet any of you who are going to Regional and attend some of the sessions with you.

DeEtte Spangler, Nell Ordway, Jessie Scott and Lola Stephens spent two days visiting the Ghost Mining towns of California recently. They attended the "Jumping Frogs" contest at Angels Camp and altho we hear they had a fine time, we also understand they are not telling everything that happened. If you want a personally conducted tour of the mining towns of California, consult Lola. Our President, Jessie Scott, has demonstrated an additional qualification that she has previously kept to herself. She can qualify as a "life saver" having rescued Lola Stephens from a turbulent mountain stream.

Mary Campbell is spending a few weeks vacationing in Stockton.

Nellie Donohoe spent the last two weeks of May on a vacation trip to Mendocino County.

Ella Saylor Brooks and her mother left about the middle of May on a three weeks trip to Seattle where they expected to be joined later by Mrs. Brooks who will make the return trip with them.

Esther Goodwin is having a siege of ear trouble following the "flu". We hope she will soon be with us again.

FOR RENT FURNISHED

Summer Cottage
at
CLEAR LAKE
by
week or month

Phone DR. MCGILVERY

Office Te. 1434 Res. Te. 8711

TILLMAN W. PATTERSON
JANE E. PATTERSON

offer to those in bereavement
the use of their home
for a truly
personal and complete service

620 East 14th Street
Oakland, California

Telephone: Higate 5363

Temple-Like
Upon the Hill

Chapel of Memories
O A K L A N D
Columbarium-Crematorium
Howe and Mather Sts.
Phone Piedmont 1288

TERESINA B. MORGAN, Mgr.

SELF RESPECT

"I have to live with myself and
so
I want to be fit for myself to
know
I want to be able as the days
go by
Always to look myself in the eye
I don't want to stand with the
setting sun
And hate myself for the things
I've done
I want to go out with my head
erect
I want to deserve everyman's
respect
For here in the struggle for
fame and pelf
I want to be able to like myself.
I don't want to look at myself
and know
I am bluster and bluff and
empty show
I never can hide myself from me
I see what others may never see
I know what others may never know
I never can fool myself and so
Whatever happens I want to be
Self respecting and conscience
free."

Anonymous

If in doubt about a gift
send
FLOWERS

Morse's Flower Shop
4498 Piedmont Ave. Pi. 0177

EUNICE FAY KERTELL
Owner

THANKS

Josephine McClenegan wishes
to thank all of the club members
for their many acts of kindness
during her convalescence after
her accident. She wants to es-
pecially thank her unknown doner
for the lovely Christmas gift
she received from an anonymous
friend.

Dear friends-

Please extend to the members
of my dear club my sincere ap-
preciation of the thoughtfulness
and kindness expressed by flowers
and cards during my "shut in"
period. It is through gestures
of this kind that one "feels"
the helping hand. Lovingly,
Gladys Barndollar

Susanne Chalmers wishes to
take this opportunity to thank
all of the members who were so
thoughtful during her recent ill-
ness and remembered her with
kindly messages and with flowers.

CROW CARBON AND RIBBON SERVICE

Something to crow about

528 - Sixteenth St.

Oakland, California

THORA BENSON Ho. 4924

DICKINSON SHORTHAND
IN 30 DAYS

Gregg Shorthand in 3 months
All Secretarial Subjects
Effective Employment Service

DICKINSON-WARREN
SECRETARIAL SCHOOL

2510 Bancroft, B., TH. 1973
473 14th St., O., GL. 6825
369 Pine, S. F., EX. 0992

JOSEPHINE KING
representing
STYLE O' MONTH
Knitted Sports Wear
made to measure

Call her for appointment at
Hi. 4289 or mention her name
at the shop at the entrance
of Hotel Leamington

Business and Professional Women of the country are planning a drive to secure a plank in both the Democratic and Republican National platforms, pledging the parties to further the employability of women. News of the plan has been announced by Miss Charl Ormond Williams of Washington, D. C., National President.

The Board of Directors of the National Federation will submit a plank to the resolutions committees of the Republican and Democratic Conventions, asking for repeal of Section 213 of the Economy Act as the first step in the campaign to open new opportunities for women and end discriminations against them.

Miss Williams said in a statement released to the press: "When the business and professional women of this country use the word discrimination, they mean it in the following sense: 'Unfair practice regarding the employment of women on the basis of sex.' Discrimination exists when a woman of good qualifications for her job fails to receive the salary and recognition accorded a man of the same qualifications for the same job, or when age or marital status operates disadvantageously against women and not against men.

Now in 1936 we want to enlist the cooperation of the political parties in seeing to it that the party entrusted with the administration of the nation's business sets an example to private business."

PAL PERSONALS

Dear Pal: I want to thank you for the many lovely cards you have sent me and for the beautiful Easter plant.

Ella McGilvery
Dear Pal: I wish to extend a belated thanks to my Pal for the lovely plant which I received at Easter. It is growing beautifully and giving me a great deal of joy.

Nellie Donohoe
Dear Pal: You have been such a wonderful Pal to me all year and I want to thank you now for all the many lovely gifts and messages you have sent me.

Susanne Chalmers
Dear Pal: I appreciate very much your many beautiful messages and the colorful Easter corsage.

Georgia Maiden

EMILIE J. BRUHNS
with
THE HELEN & CLARE BEAUTY SHOP
382 - 19th St.

Complete beauty service
All competent operators

Te. 9312

COMMITTEE CHAIRMEN FOR THE COMING YEAR

General Program Chairman for June, July & August - Esther Goodwin
August - Education dinner - Chairman: Georgia Maiden
General Program Chairman, Sept, Oct., & Nov. - Matilda Wigger
September - Membership dinner - Chairman: Anna Lignell
October - Emblem Dinner
November - Thanksgiving dinner
General Program Chairman, Dec., Jan, & Feb. Myrtle Poole
December - Christmas dinner - Chairman: Alice Moore
January - Legislative Dinner Chairman: Dora Cooley
February - International Relations Dinner
General Program Chairman, March, April and May - Mary L. Mitcheltree
March - Business Women's week
April - Installation Dinner

Book Reviews

Florence Bussell

Civic

Dr. Luella S. Swauger

Decorations

Ella Saylor Brooks

Education

Georgia Maiden

Emblem

Matilda Wigger

Tea and Fashion Show

Eunice Fay Kertell

Informals

Jennie Selleck

International Relations

Myrtle Poole

Legislation

Dora Cooley

Membership

Anna Lignell

Music

Blanche Stedman

Parliamentarian

Dora Cooley

Publicity

Violet Peterson

Public Relations

Marie Graves

Reception

Elsie Wood

Study Group

DeEtte Spangler

Table Hostess

Rhodie Irwin

Transportation

DeEtte Spangler

The chairmen will select their committees to assist them. When you are asked to serve, we urge your acceptance as we need the help of all of you to make our club year successful.



BUSINESS WOMEN'S

HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR JULY, 1936

NO MEETINGS JULY 2 or JULY 9

NOTICE: The club office will be closed from July 1 to 12, inclusive

DINNER

Thursday, July 16. Hotel Leamington, 6:30 P. M.

85¢

DISCUSSION OF HUMAN RELATIONS

by

RABBI DAVID COHEN of the Perry Street Synagogue

FATHER ALVIN WAGNER of St. Andrew's Church

REV. W. PAUL REAGOR of the First Christian Church

Piano selections by MISS CAROLINE IRON

Chairman: JOSEPHINE HOLLY

LUNCHEON

Thursday, July 23, Hotel Leamington, 12:15 P. M.

60¢

Illustrated talk by HUGH B. SUTHERLAND

"Clipper Ships Link the Americas and the Orient"

MR. CHANCELLOR K. GRADY will present the Independent's side of the Chain Store Tax Controversy. Points for the other side were heard last month.

Chairman: EFFIE L. BARNES

INFORMAL

Thursday, July 30, 6:30 P. M. Room 303 Y. W. C. A.

50¢

The Y. W. C. A. have kindly consented to let us use this room again during the vacation period when some of their groups do not meet.

Chairman: JENNIE SELLECK

CLUB OFFICERS

Pres. Jessie Scott
Vice Pres. Lydia White
Rec. Sec. Lenora Herman
Cor. Sec. Delena Randall
Treasurer DeEtte Spangler
Auditor Elsie Beaumont

DIRECTORS

May Ratchford
Olive Cathcart
Ann Machin
Eunice Kertell
Marie Graves
Meta Mohr

Mrs. Sarah J. Shoolery
Executive Secretary Te. 0462

Office Hours 12:30 to 4:30 P. M.
except Saturday

DINNER, JULY 16

Our program for Thursday, July 16 has been arranged for us by the East Bay Religious Fellowship, local chapter of the National Conference of Jews and Christians.

We hope to have a good attendance at this most interesting meeting even though it comes in the middle of the vacation season.

May we ask that those of you who are here at this time make every effort to attend this meeting and invite friends who might enjoy it.

SAVE
THROUGH
ANNUITIES AND ENDOWMENTS

LEA BRUNQUIST
228 Latham Square Bldg.

Phone: Glencourt 1360
Res. Thornwall 1404

LUNCHEON

At our luncheon last month one side of the Chain Store Tax was heard as reviewed from the booklet "What do you know about Taxation?" This month we will hear the other side of this issue from Mr. Chancellor K. Grady, representing the Anti-Monopoly League.

An illustrated lecture will also be presented by Mr. Hugh B. Sutherland, through the California State Department of Education Emergency Education Program. His talk is entitled "Clipper Ships Link the Americas and the Orient!"

CROW CARBON AND RIBBON SERVICE

Something to crow about

528 - Sixteenth St.

Oakland, California

THORA BENSON Ho. 4924

REGARDING INFORMALS

The Y. W. C. A. have been most generous and have granted us the use of Room 303 during the months of July and August. However after that time, we will be in need of homes and if you have room and would like to have us one month, please let the chairman, Mrs. Selleck or the secretary know so that plans can be made for the Fall and Winter months.

Serving with Mrs. Selleck are Nell Wishart, Olive Cathcart, Lea Brunquist, Elsie Wood and Elsie Beaumont.

FUNERAL SERVICE

TILLMAN AND JANE PATTERSON
offer to
those in bereavement a truly
personal and reasonable
service for every walk of life

620 East 14th Street
Telephone: Higate 5363

Temple-Like
Upon the Hill

Chapel of Memories
O A K L A N D
Columbarium-Crematorium
Howe and Mather Sts.
Phone Piedmont 1288

TERESINA B. MORGAN, Mgr.

NEWS OF WOMEN

Released from the post she
has held fourteen years as sec-
retary of the world council of
the Young Women's Christian As-
sociation in Geneva, Switzerland
Miss Mary A. Dingman has become
president of the peace and dis-
armament committee of the Wo-
men's International Organizations
She is a native of Newark, N. J.
-Pacific Woodman

If in doubt about a gift
send
FLOWERS

Morse's Flower Shop
4498 Piedmont Ave. Pi. 0177

EUNICE PAW KERTELL
Owner

NOTICE

The Women's Employment Bureau
in which many of you are inter-
ested which was formerly located
at the Y. W. C. A. is now affili-
ated with the State Employment
Bureau located at 526 - 18th St.
They are now handling only com-
mercial placements, but are still
continuing the same program of
Vocational Guidance and testing
as formerly. The Executive Secre-
tary is Mrs. Penelope Simonson,
whom many of you know. Members
of our club on the Board of
Directors include: Mrs. Elsie
Beaumont, Mrs. Josephine Holly,
Dr. Luella Stone Swauger and
Miss May Ratchford.

"The secret of happiness is not
in doing what one likes, but in
liking what one has to do."

James M. Barrie

Would you like to advertise
in the Herald? We have not soli-
cited ads, but we will be glad to
arrange one for you if you care to
avail yourself of this opportunity
The benefits are mutual. You get
the advertising at a very nominal
rate and your advertising pays the
expense of our Herald. Why not
put in an ad next month?

EMILIE J. BRUHNS
with
THE HELEN & CLARE BEAUTY SHOP
382 - 19th St.

Complete beauty service
All competent operators

Te. 9312

CONGRATULATIONS

Congratulations are in order for one of our Board members. One of the local June brides was Eunice Fay Kertell who became the bride of Mr. A. Nuncz. The last report from the happy couple was that they were having a wonderful trip through Yellowstone National Park. We all wish Eunice and her husband many happy years together.

AMONG OURSELVES

Elsie Pae and her mother spent two weeks at Carmel during June.

Lea Brunquist spent a week at Twain Harte the early part of the month.

Carrie Hall was in Fresno visiting relatives for two weeks.

Jean Baird spent her vacation in Los Angeles visiting her sister Mrs. Eccleston.

Dr. Myrtle Poole and Cleo Pritchard left on June 17 to attend the Soroptimist National Convention; Dr. Poole going as a delegate and Miss Pritchard as the President's alternate. They left in a special car of delegates from Northern California, going first to Los Angeles where another car was added. From there they went to the Grand Canyon for a day's stop and then on to Kansas City, arriving Sunday to attend the three day convention.

Dr. Swauger enjoyed a pleasant week-end vacation trip to her cottage in Brookdale recently. It is seldom that her "babies" are even willing to give her a few days away.

Our President left on June 17th to attend the Nurses Biennial National Convention at Los Angeles. Before returning she expects to visit the San Diego Fair.

Mrs. Shoolery will be out of the office from July 1st to 12th, inclusive on vacation.

WEST COAST PRINTING CO.
471 - 4th St.

Office Forms
Catalogues - Folders
Personal and Engraved
Stationery

Telephone Higate 2658

Ask for Mrs. Cook

A card from Alice Moore tells of the grand time she is having. She has been visiting in Riverside, Upland, Pasadena, San Pedro and Los Angeles. She will attend her nephew's wedding in Vista near San Diego on June 27th and then home to Berkeley. We will be glad to welcome her to our meetings again.

Mrs. Nellie Donohoe plans to be in Sacramento for July 14, 15 and 16 to attend the California State Postmaster's Convention.

THANKS!

Esther Goodwin sends thanks to the Sunshine Committee for the beautiful sweet peas sent her during her illness. At last reports she is still on the sick list, but we hope she will be with us again before long.

HEALD COLLEGE

518 - 17th St. Hi. 0201

Day and Evening Classes
in
Accounting
and
Secretarial Subjects

IN APPRECIATION OF OUR PRESIDENT

We are in receipt of a letter from the Flint Michigan Club of which our own Jessie Scott was President for three years. We will quote a part of this letter: "Enthusiasm ran so high in the interest of Miss Scott's election that we decided that we should like to congratulate your club on the wise choice. We know Miss Scott's ability. We extend wishes for a most happy and successful year under her able leadership."

No doubt many of you listened to the Major Bowes program on Sunday, June 14 and heard our young Oakland boy, Walter Grazzini. You will recall that he sang for us at one of our dinner meetings a year or so ago and dedicated one of his numbers to our member, Mrs. Josephine Holly. He is now on tour with one of the Major Bowes groups. Oakland set a new high record in the number of votes cast by telephone by any Honor City.

PAL PERSONALS

Dear Pal: I want to thank you for the lovely and thoughtful card you sent me. It is such thoughts that make our "Pals" mean so much to us.

Luella Stone Swauger

To my thoughtful Pal:

You are bringing so much unlooked for pleasure into my club year by your many unexpected acts of kindness. I appreciate all the lovely cards and also my Mother's Day gift.

Effie Lee Barnes

INDEPENDENT WOMAN

We are fortunate as busy women to have our Independent Woman which gives us various points of view on pertinent subjects. Such an article is "In Justice to the Supreme Court" on page 164 which is an interesting discussion for us to read in these days when so much both pro and con is being said regarding the Court's recent decisions.

We may smile when we read the article "Lion Taming is a Gentle Art" by Grace Fromhold on page 173 and think it could not be applied to us, but are we always just as courteous as we should be to our guest speakers and to our own members who are speaking? The article is well worth reading.

MEMBERSHIP

Miss Lignell, membership chairman reports her committee organized as follows: Jane Patterson, Marie Graves, Thora Benson, May Ratchford, Elinor Nichols and Ann Thomsen. She asks that every member of the club act on this committee either by actually bringing in a member or by turning over to any of the people on this list the names of prospective members. Let us pick out the women in our community who should be members of our organization and see that they become members this year.



BUSINESS WOMENS

HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR AUGUST, 1936
LUNCHEON

60¢

Thursday, August 6, Hotel Leamington, 12:15 P. M.
Program of Educational Sound Motion Pictures presented by the
Chevrolet Motor Company. There will be a News Reel, "Water Boy,"
a scenic picture and a new Safety Picture on safe driving.

Chairman: EFFIE LEE BARNES

RECEPTION FOR MRS. FLORENCE P. KAHN

Thursday evening, August 6, Western Women's Club Building,
609 Sutter St., San Francisco, Calif., B. P. W. C. Club Rooms.
The San Francisco Club has invited us to attend this reception for
the HONORABLE FLORENCE P. KAHN, who is at home in San Francisco
between sessions of the United States Congress and who is a member
of their club. The time: 8:00 P. M. No charge.

INFORMAL

Thursday, August 13, Y. W. C. A. Room 303, 6:15 P. M.

50¢

Chairman: JENNIE SELLECK

LUNCHEON

85¢

Monday, August 17, Hotel Oakland, 12:15 P. M.
The Soroptimist Club of which META MOHR is President has invited
us to join with them at a luncheon. A special program will be
arranged. Reservations with Mrs. Shoolery.

DINNER

85¢

Thursday, August 27, Hotel Leamington, 6:30 P. M.
MISS RUDOLPHINE RADIL will present her Junior Singing Class in
"The Feast of the Little Lanterns," a Chinese Operetta by Paul Bliss.

Speaker: DR. R. E. RUTLEDGE, Principal Merritt School who will speak
on "The New Education."

Piano Solo, "Prelude in G Minor" by Rachmaninoff - MRS. HELEN RAND

Chairman: GEORGIA MAIDEN

CLUB OFFICERS

Pres. Jessie Scott
Vice Pres. Lydia White
Rec. Sec. Lenora Herman
Cor. Sec. Delena Randall
Treasurer DeEtte Spangler
Auditor Elsie Beaumont

DIRECTORS

May Ratchford
Olive Cathcart
Ann Machin
Eunice Kertell
Marie Graves
Meta Mohr

Mrs. Sarah J. Shoolery
Executive Secretary Te. 0462

Office Hours 12:30 to 4:30 P.M.
Except Saturday

SEPTEMBER PARTY

We know none of you have forgotten the lovely bridge tea and fashion show we had last March at the H. C. Capwell Tea Room. At that time, many of you requested another one in the Fall and your request has been granted.

Be sure to keep the date, Saturday, Sept. 19, at 2:30 P.M. Better mention the date now to those friends you plan to entertain so that they will not have any other engagement for that afternoon.

The committee has been named as follows and will soon be in the midst of preparations:

Eunice Kertell Nunez, Chairman, with Elsie Beaumont, Ella Saylor Brooks, Lea Brunquist, Mary Campbell, Marie Graves, Ora May Griggs, Rhobie Irwin, Anna Lignell Alice Moore, Delena Randall, Ann Thomsen, Lydia White, Matilda Wigger. Let's make this the largest party we ever had!

CROW CARBON AND RIBBON SERVICE

Something to crow about

528 - Sixteenth St.

Oakland, California

THORA BENSON Ho. 4924

AUGUST DINNER

Our chairman for the Education dinner this year is Georgia Maiden. She has arranged to have Dr. R. E. Rutledge speak for us on "The New Education." We all know of Dr. Rutledge and the fine work he is doing along educational lines and will be glad to have the opportunity to hear him again. If you have Chinese costumes, the committee would like to have you wear them.

The Junior Singing Class of Miss Rudolphine Radil, which is composed of young girls between the ages of 13 and 17, will present a Chinese Operetta by Paul Bliss, "The Feast of the Little Lanterns." These girls meet once a week and have been studying just about a year. The Cast of Singers is as follows:

Princess Chan,
Betty McCoy Soprano
Mai Ku,
Sybil Weintrob Soprano
Wee Ling,
Jean Forward Mezzo Soprano
Ow Long,
Jane Hogan Mezzo Soprano

Members of the Princess' Household
Dorothy Rice, Lucille Canfield, Jane Ward, Arlene Gardner and Maxine Dodge.

FUNERAL SERVICE

TILLMAN AND JANE PATTERSON
offer to
those in bereavement a truly
personal and reasonable
service for every walk of life

620 East 14th Street
Telephone: Higate 5363

Temple-Like
Upon the Hill

Chapel of Memories
O A K L A N D
Columbarium-Crematorium
Howe and Mather Sts.
Phone Piedmont 1288

TERESINA B. MORGAN, Mgr.

LUNCHEON, AUGUST 17

Miss Meta Mohr, president of the Soroptimist club has extended to our members the invitation to meet with them on this date. During August so many of the members of both clubs are on vacation and it is very discouraging to a program chairman to arrange an interesting program and then have a small attendance. Our Board thought it a very fine plan for us to meet with the Soroptimist club on this date and not plan any other program for the week. Please let Mrs. Shoolery know if you can attend.

NEWS OF WOMEN

For the first time in the history of the city of Philadelphia, Pa., a woman inspector was appointed in the bureau of weights and measures. She is Mrs. Sylvia R. Lewin, mother of three young children. Her salary is to be \$1,800 a year.

Margarita Robles de Mendoza has been commissioned by the Mexican government to attempt to organize the women of Mexico. She said they will soon be the equal of men in civil, social, economical and political standing.

-Pacific Woodman

SAVE
THROUGH
ANNUITIES AND ENDOWMENTS

LEA BRUNQUIST
228 Latham Square Bldg.

Phone: Glencourt 1360
Res. Thornwall 1404

HEALD COLLEGE

518 - 17th St. Hi. 0201

Day and Evening Classes
in
Accounting
and
Secretarial Subjects

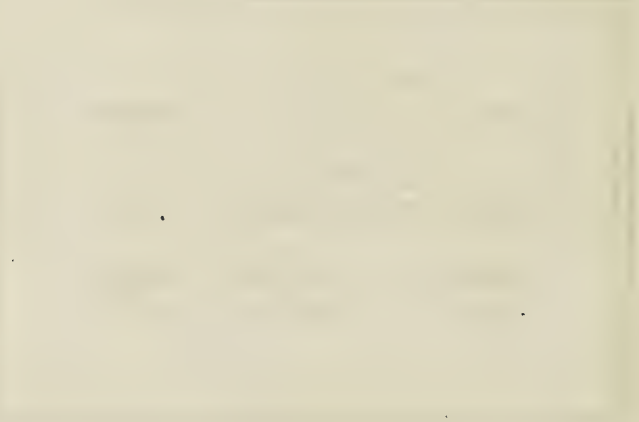
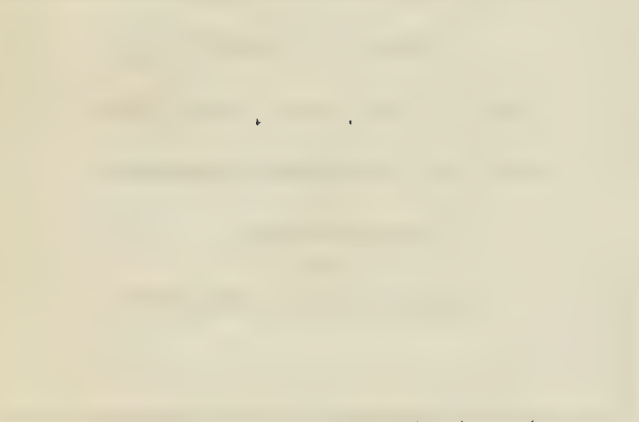
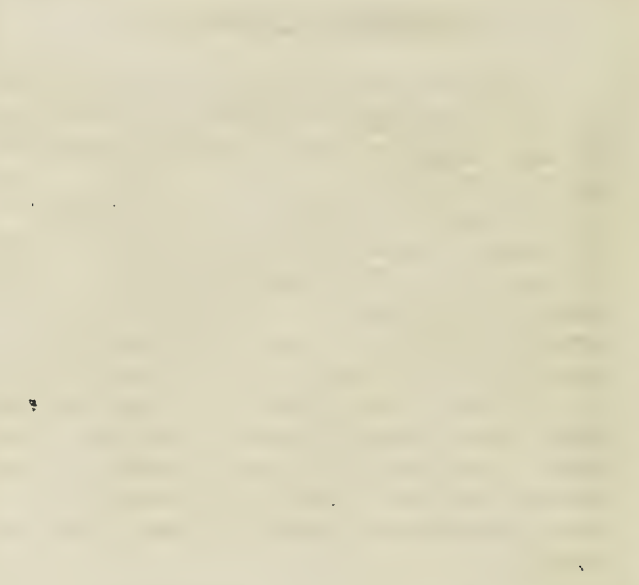
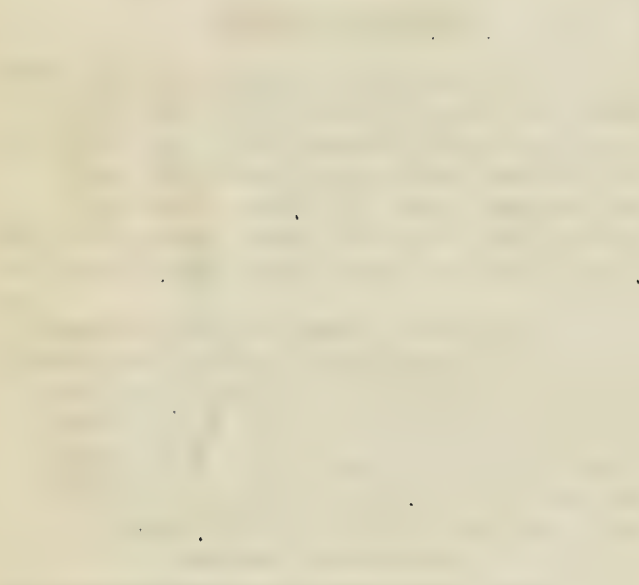
NEW MEMBER

McGRAW, MISS ELVA B.
Asst. Dep. Juv. Prob. Officer
Al. Co. Juvenile Probation Office
1266 - 18th St. La. 0209
Res. 1016 Hollywood Ave.
An. 2081

To the Sunshine committee:

It was so thoughtful of you
to send those beautiful flowers,
Thank you ever so much.

Lydia White



EMILIE J. BRUHNS
with
THE HELEN & CLARE BEAUTY SHOP
382 - 19th St.

Complete beauty service
All competent operators

Te. 9312

WEST COAST PRINTING CO.
471 - 4th St.

Office Forms
Catalogues Folders
Personal and Engraved
Stationery

Telephone Higate 2658

Ask for Mrs. Cook

MAJOR BOWES REPLIES

The following letter has been received from Major Bowes in response to the telegram we sent him on Oakland Sunday.

Dear friends:

It is with gratitude and appreciation that I acknowledge your kind telegram.

I am certainly proud to have your interest, and you may be sure I will do my utmost to continue to merit your approval.

Thanks - and kindest regards.

Sincerely yours,

Signed: Major

If in doubt about a gift
send
FLOWERS

Morse's Flower Shop
4498 Piedmont Ave. Pi. 0177

EUNICE FAY KERTELL
Owner

AMONG OURSELVES

Two of our members have been unfortunate enough to require major operations recently, but we are glad to be able to report both are recovering nicely. They are Dr. Lillian Shields and Miss Blanche Walsh.

Mrs. Mary Lota Mitcheltree spent two weeks at Fallen Leaf. While there she took a trip over to visit Lola Stephens at Emerald Bay.

Mrs. Ida May Renton has returned after a three weeks trip to Yosemite, the desert and down to the Exposition at San Diego.

Miss Mary Ada Boyd, one of our new members, enjoyed a vacation trip up North going as far as Victoria.

Our President, Jessie Scott, plans to spend the first two weeks of August at Emerald Bay, Lake Tahoe.

Jennie Selleck took a trip up the Redwood Highway in the early part of July and visited friends in the "Mother Lode" section of the State during the latter part of the month.

Elsie Beaumont has been staying in San Jose attending the summer session at the State Teachers College. She expects to be home soon and will spend the rest of her vacation in Portland, Oregon.

Mrs. Eghown, formerly Mrs. Della Pattigan whom many of you will remember as a former secretary of the club, visited the club rooms Wednesday. She regretted that time would not permit her attending a meeting and both she and her daughter asked to be remembered to the club members.

1. The first part of the paper discusses the importance of maintaining accurate records of all transactions. It emphasizes that this is essential for the proper management of the company's finances and for ensuring that all stakeholders have access to the same information.

2. The second part of the paper discusses the importance of maintaining accurate records of all transactions. It emphasizes that this is essential for the proper management of the company's finances and for ensuring that all stakeholders have access to the same information.

3. The third part of the paper discusses the importance of maintaining accurate records of all transactions. It emphasizes that this is essential for the proper management of the company's finances and for ensuring that all stakeholders have access to the same information.

4. The fourth part of the paper discusses the importance of maintaining accurate records of all transactions. It emphasizes that this is essential for the proper management of the company's finances and for ensuring that all stakeholders have access to the same information.

5. The fifth part of the paper discusses the importance of maintaining accurate records of all transactions. It emphasizes that this is essential for the proper management of the company's finances and for ensuring that all stakeholders have access to the same information.

6. The sixth part of the paper discusses the importance of maintaining accurate records of all transactions. It emphasizes that this is essential for the proper management of the company's finances and for ensuring that all stakeholders have access to the same information.

7. The seventh part of the paper discusses the importance of maintaining accurate records of all transactions. It emphasizes that this is essential for the proper management of the company's finances and for ensuring that all stakeholders have access to the same information.

8. The eighth part of the paper discusses the importance of maintaining accurate records of all transactions. It emphasizes that this is essential for the proper management of the company's finances and for ensuring that all stakeholders have access to the same information.



BUSINESSWOMENS

HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR SEPTEMBER, 1936

PICNIC

Thursday evening, September 3, Canoe House, Lake Merritt, 6:15 P. M.
The picnic is in charge of the Informals Committee Price 50¢

Chairman: JENNIE SELLECK

BAY DISTRICT MEETING

Saturday and Sunday, September 12th and 13th ASILOMAR, CALIFORNIA
QUARTERLY CONFERENCE OF THE BAY DISTRICT

Registration at 2:00 o'clock, Saturday, followed by a dinner on
Saturday evening when the speaker will be Mrs. FLORENCE BOYLE,
State President Native Daughters. On Sunday morning there will
be a breakfast, round tables, business meeting, Legislative Panel
Discussion led by MISS ELINOR FALVEY, and a luncheon when the
speaker will be MRS. CAROLYN WEBER, State President.

Be sure to make your reservations early.

DINNER

Thursday, September 17. Hotel Leamington, 6:30 P. M.

85¢

Speaker: NEILL C. WILSON, author of "TREASURE EXPRESS"

Chairman: ELINOR NICHOLS

BRIDGE TEA AND FALL FASHION SHOW

Saturday afternoon, September 19th. H. C. Capwell Tea Room

50¢

Tickets must be purchased in advance. Be sure to get
your tickets from one of the committee members listed on page 3.

Chairman: EUNICE FAY NUNEZ

SEPTEMBER MORN'S PARTY

Saturday evening, September 24. Studio of Josephine Swan White,
663 - 11th St.

25¢

As usual, the September Morn's have planned a novel and
interesting program for you.



"Hands Up!"

You obey this dread command. You hear bullets whizz, and face death time and again, in one of the most thrilling books of many a year.

YOU live through that tumultuous time, from the 1848 discovery of gold until the rolling of the last stage coach—a period of almost five decades—as you follow the story of the Wells Fargo and other expresses in California and the Southwest.

\$600 REWARD!

WELLS, FARGO & CO.

Will pay for Arrest and Conviction of the three men, who attempted to rob the Express on MILTON AND COPPEROPOLIS ROUTE this morning.

\$200 EACH.

JNO. J. VALENTINE,

San Francisco, Oct. 12, 1875.

GEN'L. SUPT.

stirring panorama of brigandage and frontier adventure

TREASURE • • EXPRESS

EPIC DAYS OF THE WELLS FARGO

By NEILL C. WILSON



Pony Express

GOLD!

"Gold, boys! From the American River!"

THIS was the cry shouted through streets of the little town of San Francisco in 1848. Bartenders ripped off aprons

Merchants shut shop. Sailors went over the side. Fields were left half planted, houses half built. Everyone was off to find gold.

Gold! The news went across the country and the mighty surge westward started. By boat or overland came thousands. And so it all began. By 1849 100,000 men had poured into California. They wanted gold—but also they wanted news from home. "Address me at the mines," was their last word to mother and sweethearts, and to get a letter in 1849 they willingly paid \$16.00 to the mountain letter expressmen. These dauntless couriers came by horse, mule, on skis, or afoot, facing incredible odds, braving Indians, grizzlies and other dangers to deliver the mail to the outmost camps. On the return trips they became treasure expressmen, for the cans and bags of gold dust had to be taken down from the mines for safe keeping with the local express company which sprang up.

Soon the eastern Express Companies awakened to the possibilities in the West and agencies were established; first the famous Adams Express Company which dominated the field for a few years, and then the Wells Fargo, which became and remained supreme until the railroads came. It is the story of the

POST OFFICE, SAN FRANCISCO

This reproduction of an old lithograph shows the crowds that daily applied for letters and newspapers. Long queues stood in line all night. Places near the head of the line were worth a gold ounce, or a mortal fight.



Some of the old-time
shotgun messengers who
guarded the treasure,
and stage drivers are
pictured here. Numer-
ous photographs, repro-
ductions of old papers
and drawings illustrate
the book.



TREASURE

By **NEILL**
C. WILSON

EXPRESS

amous ventures, and all the dangers involved that is recounted here in the
ery spirit of those thrilling days.

In 1850 the first Concord coach arrived in San Francisco, creating a wild
ensation. Soon, stage-coaches came by scores, by hundreds, and for the next
ew decades, drawn by six half-wild broncos, they rumbled and lurched over
he rutted roads, despite mud, dust, precipices, narrow turns—loaded with
assengers, and with mail and treasure.

And it was this treasure that the highwaymen were after, and here you
meet these rogues and robbers by the scores. Hold-up after hold-up is lived
rough. Many a gory battle is fought. Pursuit, capture, and lynchings are
nared in.

Never before have so many rousing and often humorous tales of these
aredevils been gathered in one book. Attacks on pony expressmen, on stage-
coaches, and on the railroads are all re-lived here. Neill C. Wilson has spent
ears of research in securing the material for this book. Recollections of old
stage-drivers, diaries, letters, newspapers, waybills, and records, as well as
amphlets and general histories have yielded the rich store of material from
hich the book is so excitingly wrought.



“Huzzas!”

“I don’t see how even most sophisticated Easterners or the most provincial Englishman can fail to utter a couple of huzzas for San Francisco Neill Wilson’s *‘Treasure Express.’* One of the worst of the most fascinating eras laid again in his pages — ‘laid again,’ a vast difference from ‘is recorded.’ . . . The work

and sentences of *‘Treasure Express’* literally gallop and roll along like fabled horses and coaches they tell about. . . . Mr. Wilson’s output, like the cargo of his expresses, is pure gold.”

—*The News Letter*

“Thrilling and adventurous”

“Nothing in history matches the regular overland express service across the plains and mountains from California to the railroad between 1850 and 1870. The elements, the Indians and the outlaws made every trip a possible adventure. . . . It was a thrilling and adventurous life and the account of it loses nothing in the telling. . . . Each chapter is a stirring anecdote of pioneer life; a little story in itself, graphically and dramatically written.”

—*The Boston Transcript*.

“Heroism and crime”

“Here is heroism, egotism and crime in unmeasured quantities. . . . Every Pony Express trip, every overland stage journey was an adventure, many of which are recounted in detail here.”

—*New York Tribune Books*

“The real thing”

“You will find this book, then, packed full of the color of early-day California, abounding in stories of banditry and brigandage, of rogues and races of fights and holdups, and pursuit and capture—and very often Judge Lyman on the bench at the end of the chapter. . . . *‘Treasure Express’* is the real thing, the story of a great business and a great day.” —*San Francisco Chronicle*

“Deserves a place of honor”

“This book deserves a place of honor among the source books that will have to be consulted by those endeavoring to construct the historical picture of the region west of the Rockies during the middle decades of the last century.”

—*New York Times Book Review*

**Climb aboard
this book for
hours of grand
enjoyment**

TREASURE EXPRES

By NEILL C. WILSON

306 pages, 25 Illustrations. Price \$2.50

**WOLD BOOK SHOP
50 Grand Avenue
Oakland, California**

CLUB OFFICERS

Pres.	Jessie Scott
Vice.Pres.	Lydia White
Rec. Sec.	Lenora Herman
Cor. Sec.	Delena Randall
Treasurer	DeEtte Spangler
Auditor	Elsie Beaumont

DIRECTORS

May Ratchford
Olive Cathcart
Ann Machin
Eunice Kertell
Marie Graves
Meta Mohr
Mrs. Sarah J. Shoolery
Executive Secretary Te. 0462

Office Hours 12:30 to 4:30 P. M.
Except Saturday

BAY DISTRICT MEETING

The Quarterly Conference of the Bay District on September 12th and 13th, offers you the grand opportunity to have a few final days of vacation at beautiful Asilomar in Monterey County, and to also have the opportunity to get into the club spirit for the Fall Season by attending the various sessions and round tables. We hope to have a good representation at this meeting.

WEST COAST PRINTING CO.
471 - 4th St.

Office Forms
Catalogues, Folders
Personal and Engraved
Stationery

Telephone Higate 2658

Ask for Mrs. Cook

CROW CARBON AND RIBBON SERVICE

Something to crow about

528 - Sixteenth St.

Oakland, California

THORA BENSON Ho. 4924

SEPTEMBER MORN'S PARTY

The September Morn's never forget to arrange an interesting program for the month of September and as usual they are right on hand this year. They want to keep their program a secret, but we all know it will be worth looking forward to for the whole month. The September Morn's include, Jessie Scott, our President, Josephine Swan White, Mary Johnson, Marie Graves, Elisabeth Sherman, Lenora Estell Herman, Jennie Hammond, Karin Johnson, Mrs. A. C. Kennedy and Hermine Kruger. They ask you all to come to Mrs. White's studio on the 24th to help them celebrate their birthdays.

If in doubt about a gift
send
FLOWERS

Morse's Flower Shop
4498 Piedmont Ave. Pi. 0177

EUNICE FAY NUNEZ
Owner



Temple-Like
Upon the Hill

Chapel of Memories
O A K L A N D
Columbarium-Crematorium
Howe and Mather Sts.
Phone Piedmont 1288

TERESINA B. MORGAN, Mgr.

FUNERAL SERVICE

TILIMAN AND JANE PATTERSON
offer to
those in bereavement a truly
personal and reasonable
service for every walk of life

620 East 14th Street
Telephone: Higate 5363

BRIDGE TEA AND FASHION SHOW

Of course you have been saving the date of September 19th for some time and have planned to entertain those friends who enjoy bridge or a Fashion Show. The committee are completing arrangements and tickets are now available. Those in charge of the tickets are Eunice Kertell Nunez, Chairman, Elsie Beaumont, Ella Saylor Brooks, Lea Brunquist, Alice Moore, Marie Graves, Ora May Griggs, Rhobie Irwin, Anna Lignell, Mary Campbell, Delena Randall, Ann Thomsen, Lydia White and Matilda Wigger.

EMILIE J. BRUHNS
with
THE HELEN & CLARE BEAUTY SHOP
382 - 19th St.

Complete beauty service
All competent operators

Te. 9312

NEW MEMBER

TAKAHASHI, MISS MARY C.
Optometrist
H. & M. Takahashi
514 - 18th St. Gl. 9132
Res. 1724 Carlton, Berkeley
Th. 2611

DINNER

Of interest to us all will be the dinner arranged by the Membership committee, composed of Anna Lignell, Chairman, Elinor Nichols, Jane Patterson, Thora Benson, May Ratchford, Marie Graves and Ann Thomsen.

Neill Wilson, our speaker of the evening is a member of a local family. He was born in Alameda, attended school in Oakland where his parents now live. At present, he is engaged in the Advertising Business in San Francisco. "Treasure Express" is his first book and has brought him immediate recognition. He is now working on a book dealing with the silver rush to California.

ATTENTION, ROSTER OWNERS

You will receive your new pages with your quarterly statements. Add the names of Elva McGraw, Josephine King and Mary Takahashi. Remove the names of Helen Ingham and Rosa Petersen. Change the name of Eunice Kertell to Eunice Nunez. The rest are merely changes in address. If your roster has become mixed up, Mrs. Shoolery will be glad to rearrange it for you if you will bring it in, or a complete set of new pages may be had for 30¢. For the information of those who do not yet own rosters, they are 50¢ which includes your refills from time to time.



WOMEN'S CLUBS

By Olive M. Cathcart

"The unthinking may consider that the frequent meetings of our various Women's Clubs are mere social gatherings. But anyone holding that opinion should look deeper into the subject.

True, the social element is prominent in all such activities. Lifelong friendships are made and strengthened, enjoyable social contacts are fostered, the monotony of housework is lessened for many a woman. But the woman's club has a broader purpose than sociability. Basically, every woman's organization is working toward an improvement in cultural standards. The studies they undertake, the nationally-known speakers who address them, the movements to which they lend their support are all sound and progressive, leading toward a fuller life for all of us.

Few community needs escape their attention and fewer community improvements would be possible without their help. They are a driving, positive force for good in whatever field they enter. They are cordially hated and desperately feared by the crook, the trickster and the incompetent in public office, because they are hard to deceive. Intuitively they detect the false from the true and so they can be depended on to back the sincere, capable public servant with their voices and their votes.

No group does more to forward Oakland's advance to higher civic standards."

Published in the Oakland Tribune and the Post Enquirer

SAVE THROUGH ANNUITIES AND ENDOWMENTS

LEA BRUNQUIST
228 Latham Square Bldg.

Phone: Glencourt 1360
Res. Thornwall 1404

DISHES FOR INFORMALS

At the last informal held at the Y. W. C. A., Ann Machin called the members attention to the fact that few of us realize the vast amount of work connected with our informals and told of the large amount of time and effort given by the committee members to make these meetings successful.

Now that we must meet around at homes, an added problem presents itself, that of silverware, cups and a large coffee pot. It was recommended by the committee and also by the Board of Directors that each member who attends the Informals be asked to contribute 30¢ with which to buy knives, forks, spoons, cups and coffee pot. A collection was taken and a considerable amount contributed. The committee has gone ahead and the new dishes will be in use for the first time at the picnic next Thursday. If you have not contributed your 30¢ yet, will you please give it to Mrs. Shoolery at your earliest convenience.

THANK YOU PAL!

Dear Pal:

Many thanks for the lovely wedding present you sent me. It was greatly appreciated.

Eunice Fay Nunez

H. & M. TAKAHASHI

514 - 18th St. Glen. 9132

Mary C. Takahashi

Optometrist in charge

HEALD COLLEGE

518 - 17th St. Hi. 0201

Day and Evening Classes
in

Accounting

and

Secretarial Subjects

AMONG OURSELVES

Some of our members enjoyed attending some of the programs of the Bach Festival at Carmel this past month, where our member, Rudolphine Radil, appeared as soloist.

Mrs. Lenora Estell Herman left early in August for Chicago and New Orleans to attend the All American Beauty Schools Convention. She hopes to have her daughter, Mrs. Elmer Porter, Jr., return with her for a visit in Oakland.

Have you invited your guests for the Bridge Tea and Fall Fashion Show yet? Remember the date, September 19th.

Susanne and Margaret Chalmers left on August 14th for two weeks at Lake Tahoe. Susanne is much improved in health and hopes to be with us again after her vacation trip.

Do you always read the advertisements in the Herald and remember to patronize our members. We call your attention to a new ad this month by our new member, Mary Takahashi. If you are interested in having a space in the next Herald, please notify Mrs. Shoolery.

Maude Mitchel spent two weeks in August on a vacation trip to Denver, Colorado.

Emilie Bruhns and her husband have returned after a three weeks trip to Big Sur.

Miss Anna Lignell and her aunt left August 21st on an extended vacation trip. They expected to visit Grand Canyon, Zion National Park, Yellowstone Park and then spend some time in Denver Colorado. They plan to be away three weeks.

Would you like to donate a door prize for the Bridge Tea and Fashion Show on September 19th? If so, please notify Eunice Nunez or Mrs. Shoolery.

We have had several members away from our recent meetings due to illness. We are glad to report that Gladys Barndollar is improving. Lea Brunquist is as yet unable to attend club meetings. Ann Thomsen suffered painful injuries in an automobile accident recently.

If you wish to receive the Independent Woman, be sure your dues are up to date so that your State and National dues will be paid. They are only sent in for paid up members.

Our sympathy is extended to our former member, Daisy Miles Vose, in the loss of her husband this past month.



BUSINESS WOMEN'S HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR OCTOBER, 1936

PICNIC

Sunday, October 4, 1:00 P. M. at the home of DORA COOLEY near Danville
The Past Officers want you to come and Dora Cooley has promised to tell of her recent trip to Europe. Bring your own lunch and coffee will be served. Go out the Tunnel Road to Walnut Creek. Turn to the right in Walnut Creek on the Danville Road. Go about 4 miles to Alamo, then straight ahead to the greenhouses and sign of Sunset Nursery on the left side of the road. The next place is the picnic.

LUNCHEON

77¢

(tax included)

Thursday, October 8, Hotel Leamington, 12:15 P. M.

MR. DANIEL READ, Treasurer of the East Bay Municipal Utility District will be the speaker and will also show motion pictures.

INFORMAL

50¢

Thursday evening, October 15, at the home of Freda Smith, 3027 Capp St., 6:30 P. M. We must request that you make definite reservations for the informals. No more tentative reservations can be taken for these meetings and cancellations made within twenty-four hours of the meeting must be paid for. Chairman: JENNIE SELLECK

EMBLEM DINNER

\$1.10

(tax included)

Thursday evening, October 22, Hotel Leamington, 6:30 P. M.

A Program designed to bring about a full appreciation of the significance of our emblem.

"Emblem Style Review" by PATRICIA CALHOUN, of Berkeley, formerly State Emblem Chairman.

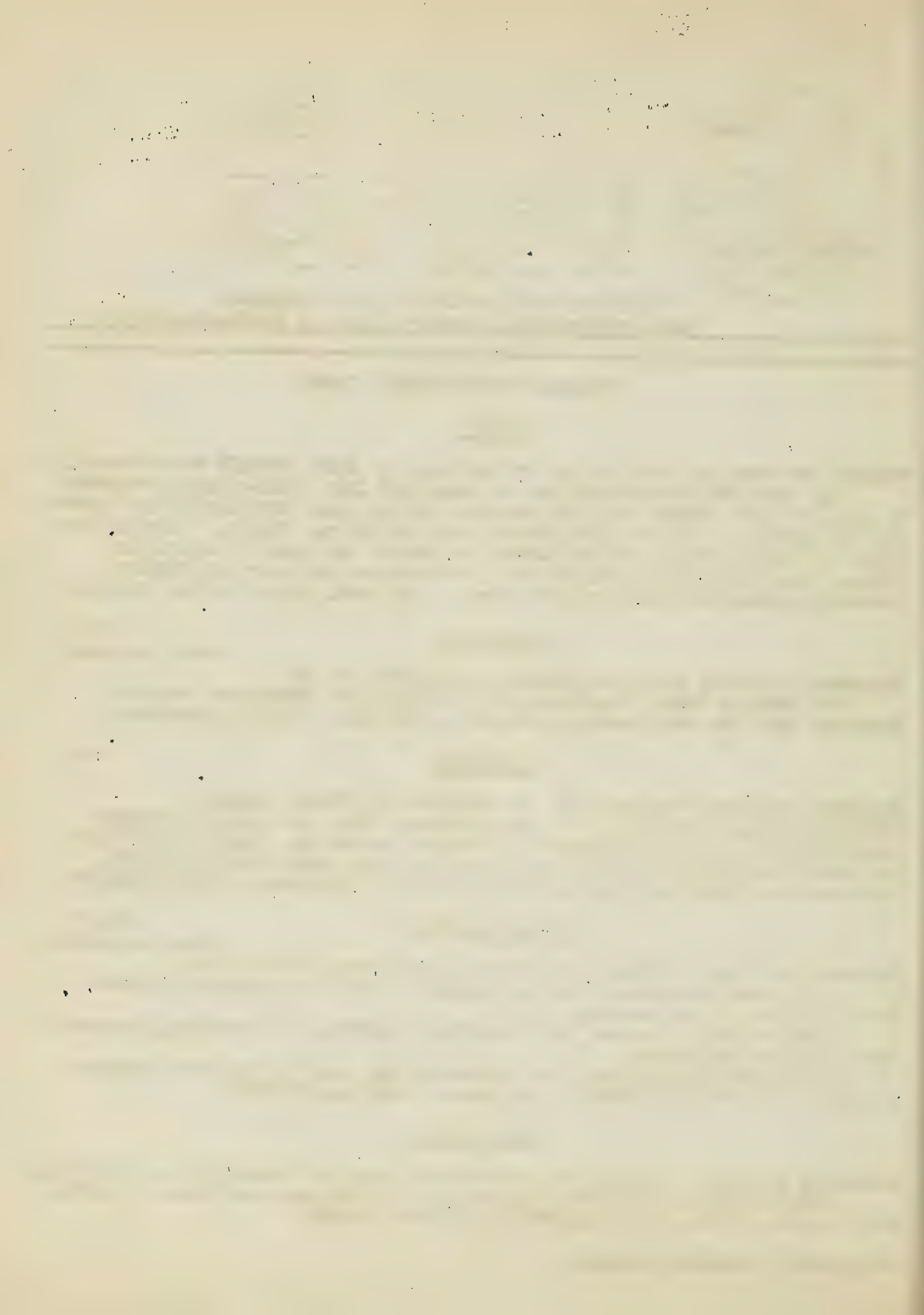
An Emblem Playlet will be presented by some of our own members directed by JANE PATTERSON. Chairman: MATILDA WIGGER

BOOK REVIEW

Thursday evening, October 29, World Book Shop, 50 Grand Ave., 8:00 P.M.

MISS DORIS E. McENTYRE, Supervisor of English and Dramatic Art, will review "MAN, THE UNKNOWN" by ALEXIS CARREL

Chairman: FLORENCE BUSSELL



CLUB OFFICERS

Pres.	Jessie Scott
Vice Pres.	Lydia White
Rec. Sec.	Lenora Herman
Cor. Sec.	Delena Randall
Treasurer	DeEtte Spangler
Auditor	Elsie Beaumont

DIRECTORS

May Ratchford
Olive Cathcart
Ann Machin
Eunice Kertell Nunez
Marie Graves
Meta Mohr

Mrs. Sarah J. Shoolery
Executive Secretary Te. 0462

Office Hours 12:30 to 4:30 P.M.
Except Saturday

SEPTEMBER DINNER

The membership committee brought us a most interesting speaker for the September dinner, Neill C. Wilson, author of "Treasure Express". Our only regret was that he stopped far too soon.

A number of the members wished to buy "autographed copies" of his book and thanks to the Wold Book Shop, the club treasury was increased by 10% of the sales.

Temple-Like
Upon the Hill

Chapel of Memories
O A K L A N D
Columbarium-Crematorium
Howe and Mather Sts.
Phone Piedmont 1288

TERESINA B. MORGAN, Mgr.

FUNERAL DIRECTORS

TILLMAN W. PATTERSON
JANE E. PATTERSON

A sympathetic service
reasonable - always

620 E. 14th St. Higate 5363

You have no doubt noticed the increase in price for our luncheons and dinners. Due to increased wages and food costs, the Hotel has found it necessary to raise the prices charged for our meals. We will pay them 77¢ for luncheons and \$1.03 for the dinners. The seven cents on the dinners will be used by the club to defray the expenses of the speakers and guests for both luncheons and dinners.

BAY DISTRICT MEETING

Members from Oakland attending the Bay District meeting at Asilomar in September were Jessie Scott, DeEtte Spangler, and Dora Cooley. They brought back many fine suggestions for committee work for the coming year.

CROW CARBON AND RIBBON SERVICE

Something to crow about

528 - Sixteenth St.

Oakland, California

THORA BENSON

Ho. 4924

WEST COAST PRINTING CO.
471 - 4th St.

Office Forms
Catalogues, Folders
Personal and Engraved
Stationery

Telephone Higate 2658

Ask for Mrs. Cook

HEALD COLLEGE

518 - 17th St. Hi. 0201

Day and Evening Classes
in
Accounting
and
Secretarial Subjects

BRIDGE TEA AND FASHION SHOW

Due to the splendid work of the committee, the club treasury has been increased by over fifty dollars profit on the Bridge Tea and Fashion Show. We want to thank every member who cooperated to make the party such a fine success.

The Albert Brown Company furnished the cards, tallies and score pads and the pencils were donated by the Oakland Columbarium and Crematorium.

Door prizes were presented by Teresina Morgan, Violet Peterson, Dr. Ella McGilvery, The H. C. Capwell Co., Nell Wishart, The Yellow Lantern, Jennie Selleck, Elsie Beaumont, The World Book Shop, Otis File and Office Furniture Co., Mary Campbell, Earl Clifford Auto Electric Co., Miss Saylor's Chocolates, Rhobie Irwin and I. Magnin & Co. There were other door prizes, but the donors failed to give their names to the committee so we cannot give them personal thanks, but take this opportunity to thank them all.

"You believe that easily which
you hope for earnestly."

-Terence

At the recent dinner meeting in Alameda honoring our Second Vice President of the California Federation, E. Louise Jolly, Oakland was represented by Jessie Scott, DeEtte Spangler, Blanche Stedman, Mary Johnson, Marie Graves and guests, Dr. Luella Swauger and Sarah Shoolery. A delightful Japanese program was presented and Miss Jolly told of her trip to Japan this past summer.

If in doubt about a gift
send
FLOWERS

Morse's Flower Shop
4498 Piedmont Ave. Pi. 0177

EUNICE FAY NUNEZ
Owner

The membership committee met with Miss Scott at a dinner meeting recently. Committee members present were Anna Lignell, Jane Patterson, Elinor Nichols, May Ratchford and Ann Thomsen. You will hear from them about their plans for the coming year and they ask your cooperation.

EMILIE J. BRUHNS
with
THE HELEN & CLARE BEAUTY SHOP
382 - 19th St.

Complete beauty service
All competent operators

Te. 9312

LOAN FUND

The time is nearly here
when our loan fund should again
be replenished.

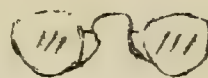
What would YOU like to do
for the loan fund this year?
The committee want to plan a
benefit in November and would
welcome your suggestions. As
you will remember for the past
two years a five dollar break-
fast has been held, both times
giving the Loan Fund a substan-
tial increase. What shall it be
this year?

Send your suggestions either
to the club office or to any
member of the committee, Miss
Hermine Kruger, Miss Mary Barmby,
or Dr. Luella S. Swauger.

SAVE
THROUGH
ANNUITIES AND ENDOWMENTS

LEA BRUNQUIST
228 Latham Square Bldg.

Phone: Glencourt 1360
Res. Thornwall 1404



Properly chosen Lens Shape
contribute to
Personality & Appearance

H. & M. TAKAHASHI
514 - 18th St. Gl. 9132
MARY C. TAKAHASHI Opt. D.
in charge

NEW MEMBER

RICE, MISS BETTY A.
Physiotherapist
Children's Hospital of the East
Bay, 5105 Dover 01. 1143
Res. Pi. 4308 R

THANKS

Dear Pal:

Many thanks for the lovely
birthday present you sent me.

Emilie Bruhns

Sunshine committee:

I wish I could find words
to express my appreciation for
your kindness and expression of
good thought during my recent
absence due to my unfortunate
auto accident. It is such ex-
pressions of kindness coupled
with good wishes that enables
one to truly value friendship.

Many, many thanks.

Ann J. Thomsen

Our sympathy is extended
to Dr. Lillian Shields in the
passing of her mother this past
month.



ACCOUNTANT

If
You need a bookkeeper for
part-time work
call

AMY KIRKENDALL

3326 Grove Hu. 7190

Your First Thought for the Last Tribute!

A L B E R T
B R O W N
U N D E R T A K I N G
C O M P A N Y

3476 P I E D M O N T A V E.

Olive M. Cathcart Pied. 0731

AMOUN OURSELVES

Meta Mohr was in San Francisco for a number of days this past month where she served as entertainment chairman for the pre-convention of the Association of Bank Women. Following their convention, she also attended the American Bankers Association meetings.

Visitors at the club office this past month included Dr. Cora L. Holmes a Past President of the Glendale club who was here with her husband attending the Elks Convention, and also Carrie Williams, Past President of the San Jose Club and her sister.

L. L. Hulburd, a member from New York who is visiting here called at the club room recently. We hope to have the opportunity to get acquainted with her at some of our meetings.

Mrs. Nellie G. Donohoe, has been in Cleveland, Ohio, this past month to attend the National Postmaster's Convention.

We have been glad to have the pleasure of greeting Mrs. Hall of the Santa Barbara club at some of our recent meetings.

Delena Randall has been enjoying a delightful vacation at Meeks Bay, Lake Tahoe.

Lola Stephens has returned after spending the summer at Emerald Bay, Lake Tahoe. We will be glad to have her with us again.

Mr. and Mrs. Norton J. Morgan are enjoying a trip through the East. A card received recently told of their enjoyment of Niagara Falls and sent their best to the club members.

Ella Saylor Brooks expects to leave early in October for a two months tour of the South.

HAVE YOU PAID YOUR DUES?

If you are behind in your dues, there is still time to get them in before the delinquent fine of 25¢ is added by National. Remember State and National Dues have only been sent in for paid up members. If you wish to avoid the payment of the extra 25¢, your dues must be in the club office by Wednesday. Besides, we are only credited by National for our "paid up" members so be sure your name is on that list.

"The pleasantest things in the world are pleasant thoughts: and the great art of life is to have as many of them as possible."
-Montaigne



BUSINESS WOMENS HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR NOVEMBER, 1936

Tuesday, November 3rd, ELECTION DAY. Be sure and Vote!

INFORMAL CARD PARTY

Thursday, November 5th, Children's Hospital, 5105 Dover 25¢
8:00 P. M. Bridge and Monopoly!
Committee in charge: ANN THOMSEN, OLIVE CATHCART, MARY ADA BOYD

STUDY GROUP

Thursday evening, November 12, Hotel Leamington, 8:00 P. M.
MRS. ANNA G. LAW, who has acted as observer at the State Legislature during past sessions for the League of Women Voters will lead the meeting. Subject: "The Women's Legislative Program for 1937."

Chairman: DeETTE SPANGLER

STATE BOARD MEETING

Sacramento, November 14th & 15th. All club members cordially invited. At the dinner Saturday evening, the guest speaker will be: DR. WALTER H. DEXTER, Executive Secretary to Governor Merriam, speaking on "Plain Facts for Fair Minds."

THANKSGIVING DINNER

Thursday evening, November 19th, Hotel Leamington, 7:00 P.M. \$1.10

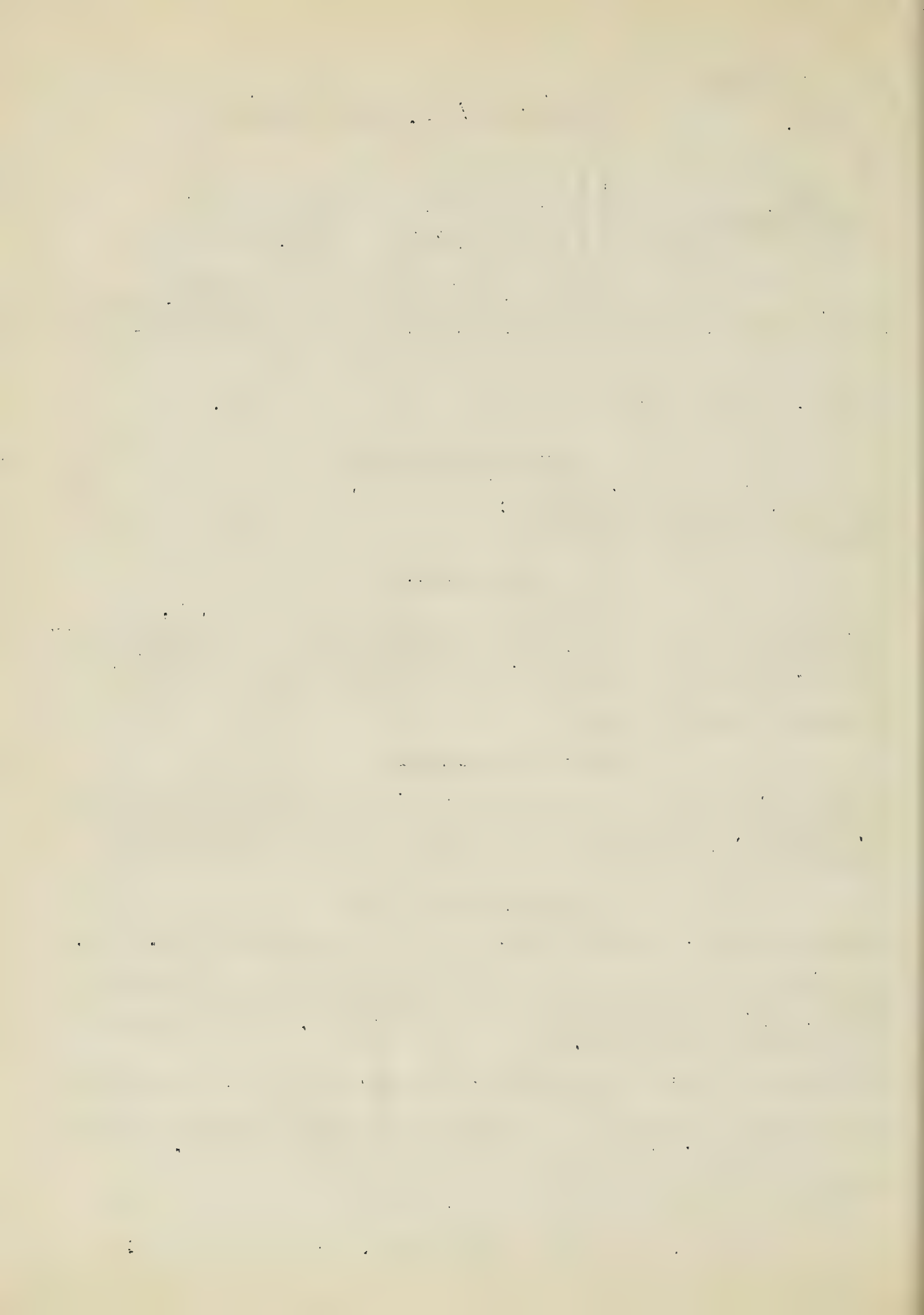
DR. LAURENCE L. CROSS, pastor of the Northbrae Community Church of Berkeley and known to you all by his popular Radio Program, "CROSS-CUTS" will be the speaker of the evening. His subject will be "COUNT YOUR COMPLAINTS."

Vocal Solos by MISS AIDA REEDER accompanied by MRS. M. B. HAMILTON

THANKSGIVING OFFERING for the STUDENT LOAN FUND. See next page for full particulars. Be sure to bring the enclosed envelope.

Chairman: MATILDA WIGGER

No meeting, Thursday, November 26th. Thanksgiving Day!



CLUB OFFICERS

Pres.	Jessie Scott
Vice Pres.	Lidia White
Rec. Sec.	Effie Barnes
Cor. Sec.	Delena Randall
Treasurer	DeEtte Seangler
Auditor	Elsie Beaumont

DIRECTORS

May Ratchford	
Olive Cathcart	
Ann Machin	
Eunice Kertell Nunez	
Marie Graves	
Meta Lohr	

Mrs. Sarah J. Shoolery
Executive Secretary Te. 0462

Have you remembered your Pal recently? It will not be much longer before the names of the pals will be revealed!

GET OUT THE VOTE

One of the most important ways to prove that a woman is a citizen, according to Miss Charl Monroe Williams, National President, is to register and vote. Miss Williams is making a strong appeal to the 60,000 members of the Federation to cast their ballots in the November election and help get out the vote in their own towns and cities. This, she says, is following out the Federation's plan to have every business and professional woman conscious of her civic responsibilities.

"The problems that confront us as citizens, that affect us as business and professional women, are many and complex," she said, recently. "To vote intelligently entails knowledge of many problems. We must hear all points of view. We must know facts."

OUR STUDENT LOAN FUND

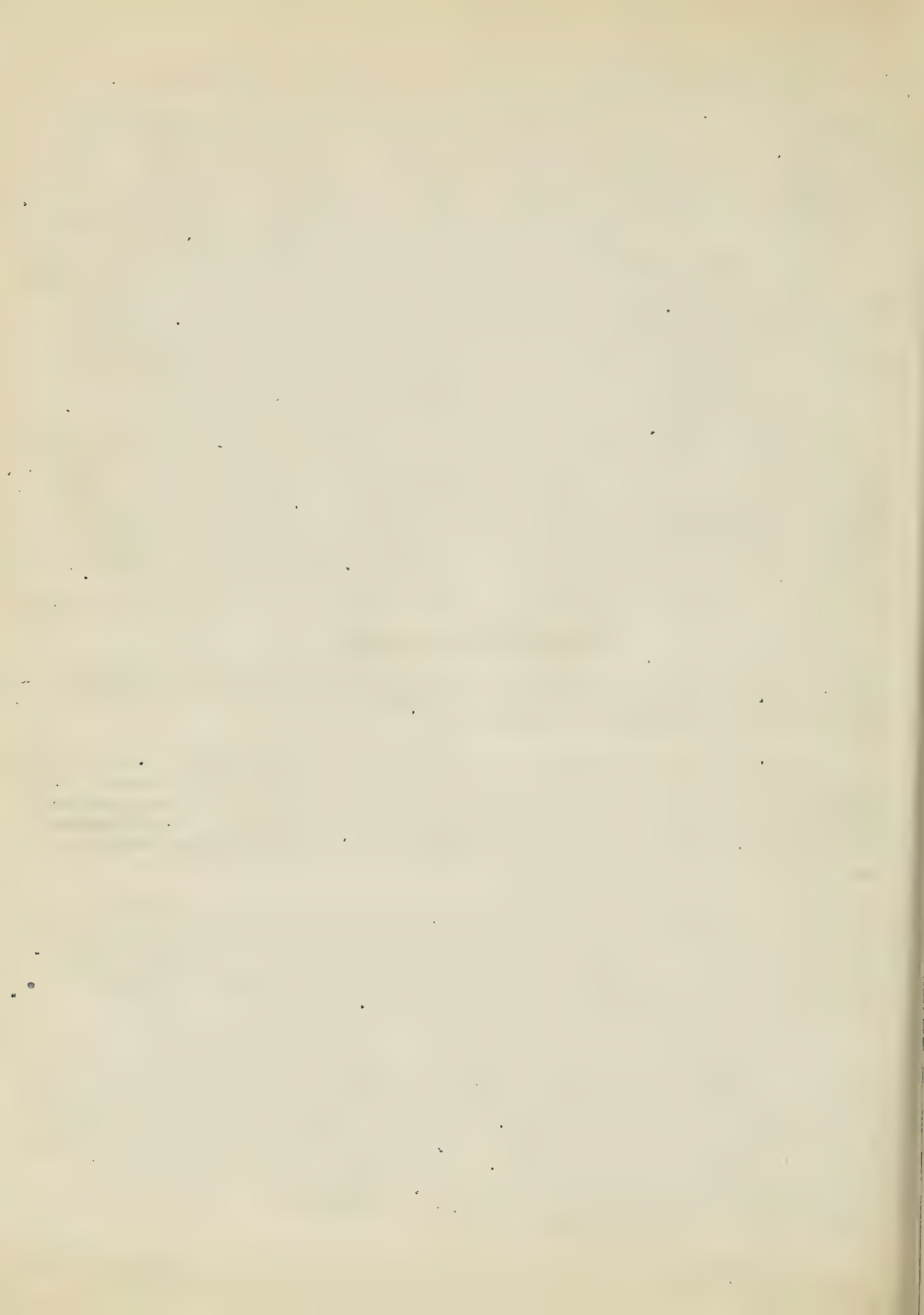
It is customary, once each year, to offer to our members an opportunity to share financially in the Student Loan Fund of our organization. That time has now arrived.

This year the Trustees are planning a new departure. Instead of the \$5.00 Breakfast, which has been held for the past two years, it is planned to provide an opportunity for each member, if she so desires, to contribute in the form of a "Thanksgiving" offering. This method was suggested by one of the Club members, and the trustees think it a good one.

To this end, we are enclosing with each "Herald" an envelope in which your offering may be placed, and we are asking you to return the envelope at the Thanksgiving Dinner, where they will be collected. If you should find it impossible to attend this meeting, please send in your envelope in advance, or hand it to a member before the meeting, so that it may be brought there for you.

It may be interesting to our newer members, who are not familiar with the history of this Loan Fund, to know that the Fund was built up and has since been maintained - entirely - by the voluntary contributions of Club members; in the early years, some of its enthusiastic supporters made gifts of \$25.00 and more, when the fund needed money, to establish it upon a firm basis. The Fund now totals \$1800.00 and out of this revolving account, almost \$5000.00 has been loaned, to fifty deserving young men and women. In December it will be eleven years since the work was started.

It is hoped that some of our young clients, who now compose the "Loan Fund Alumnae", will be present at the Thanksgiving Dinner as our guests.



CROW CARRON AND CO. SERVICE

Something to crow about

528 - Sixteenth St.

Oakland, California

THORA BENSON No. 4924

FUNERAL DIRECTORS

TILLMAN W. PATTERSON

JANE E. PATTERSON

A sympathetic service
reasonable - always

620 E. 14th St. Higate 5363

PHILOMELS, ATTENTION!

Remember our old pal, Ruth Gibson? Met her on Broadway Saturday looking pretty as a picture. Ruth is County Auditor of Colusa County. She says it is a great duck country and invites us up there to go duck hunting. We agree with her, especially if Ruth lives there, for she always was a duck. Congratulations, Ruth, we are proud of you. E. G.

During the past month, the Board of Directors of our club and of the Soroptimist Club were luncheon guests at the Y. W. C. A. cafeteria where they were shown what good food they serve at a moderate cost. They especially extend an invitation to committees to hold meetings there and enjoy their lunch and take care of business. Private rooms are available for these meetings.

You don't have to be rich
to start an

ANNUITY

Ask

Lea Brunquist what a saving
of 25¢ a day will do for you.

NEW YORK LIFE INS. CO.

Res. Phone: Thornwall 1404

EMBLEM DINNER

Our Emblem was dramatized for us at our dinner meeting in October. Patricia Calhoun, of the Berkeley Club who is Editor of our State paper, "The California Woman" gave the "Emblem Style Revue" showing us the various uses we can make of our Emblem.

Under the able direction of Jane Patterson an Emblem Playlet was presented by Rhobie Irwin, Anna Lignell and Mary Takahashi. They played their parts so well that they have been invited to repeat it for both the Berkeley and Hayward clubs in the near future.

We were glad to have so many representatives from other clubs at this meeting: Frances Bramhall, Bay District Program Chairman being present as well as Adeline Yeager, President of the Berkeley Club, Mrs. Inga Sorensen, President of the Hayward Club and Mrs. Irene Milton, Emblem Chairman of the Hayward Club.

HEALD COLLEGE

518 - 17th St. Hi. 0201

Day and Evening Classes
in

Accounting
and

Secretarial Subjects



Your First Thought for the
Last Tribute!

ALBERT
BROWN
UNDERTAKING
COMPANY

3476 PIEDMONT AVE.

Olive M. Cathcart Pied. 0731

WEST COAST PRINTING CO.
471 - 4th St.

Office Forms
Catalogues, Folders
Personal and Engraved
Stationery

Telephone Higate 2658

Ask for Mrs. Cook

COMING EVENTS

Be sure to read these carefully and check your December calendar.

PAST OFFICERS IEA: Sunday afternoon, December 6th at the home of Faye Otis Buckley when Mrs. Oscar M. Bennett will present a dramatic program.

BAY DISTRICT QUARTERLY MEETING: San Jose, Dec. 5th & 6th. Headquarters at the Hotel Sainte Claire. Full details in the December Herald. Our President would like to have a representative attendance from Oakland and we assure you that you will find it worth your time, effort and expense.

CHRISTMAS BOOK REVIEW: Thursday Dec. 10th at the World Book Shop when Mrs. Elinor Nichols will review books suitable for Christmas gifts including some of the new children's books which she says are "heavenly" this year. On the same program Alice Moore will tell some Christmas stories.

PAL PERSONALS

Dear Pal: Please accept my sincere thanks for the very pretty gift which arrived for my birthday sometime ago. Also, I wish to express my appreciation for your kind thoughts while I was resting this summer.

Lea Brunquist

FEDERATION SEEKS 100,000 MEMBERS!

Six hundred and fifty new members have already been reported from 23 clubs which have joined the National Federation of Business and Professional Women's Clubs since the program for expansion was announced at the July Board Meeting. This gives a total of 61,622 members and 1509 clubs, an increase showing that the Federation is already working to reach the goal of 100,000 by 1944.

Miss Sarah M. Postlethwaite, national chairman of membership, says the Federation must enroll at the rate of 5,000 a year for the next eight years if it is to carry out its program.

To this end so that our club will do its part, our membership chairman, Miss Anna Lignell, is asking each member to bring in one new member this year. Have you invited your new member yet?

If in doubt about a gift
send
FLOWERS

Morse's Flower Shop
4498 Piedmont Ave. Pi. 0177

EUNICE FAY NUNEZ
Owner

JAMES TAYLOR CO.

Funeral Directors

15th and Jefferson Sts.

Lakeside 3300

Mrs. Susan L. Smith

AMONG OURSELVES

Clara Morley, a member of the Santa Ana Club who is now living in San Francisco, was a visitor at our club room this month.

DeEtte Spangler, our club treasurer and also Bay District treasurer, is enjoying a vacation trip to New York City and Washington D. C. A recent card says that seeing New York is harder than working so she will have to come home soon to rest up.

Olive Cathcart spent two weeks in Salt Lake City recently, visiting her brother.

Mr. and Mrs. Charles Wood visited in Los Angeles for ten days this past month.

Mrs. Lenora Estell Herman, our Recording Secretary for the present year has moved to San Francisco where her work is and finds her time so taken up that she will not be able to cross the Bay for meetings at present. Accordingly, she has transferred her membership to the San Francisco Club. We will miss her from our membership, but know she will enjoy the contacts she will make in San Francisco.

Lea Brunquist wishes to thank the members for their kind expressions of good-will extended to her during her recent enforced rest.

Temple-Like
Upon the Hill

Chapel of Memories
O A K L A N D
Columbarium-Crematorium
Howe and Mather Sts.
Phone Piedmont 1288

TERESINA B. MORGAN, Mgr.

We were very sorry to hear of the serious and painful injuries suffered by one of our "club husbands", Fred Bruhns, when he fell from a ladder at his home on Columbus Day. Although he suffered a number of broken bones, we are glad to report that he is now on the way to recovery.

At the last Board Meeting, Effie Leo Barnes was elected to serve as Recording Secretary for the coming year in the place of Mrs. Herman who has transferred to the San Francisco Club.

Elisabeth Sherman is spending a month or so visiting in Eureka.

We wish to extend our thanks to the West Coast Printing Co. who donated the printing for the enclosed Student Loan Fund envelopes.



Have Your Eyes
Examined Periodically

H. & M. Takahashi

514 - 18th St. Gl. 9132

MARY C. TAKAHASHI Opt. D.
in charge





BUSINESS WOMENS

HERALD

Official Publication of the Business
and Professional Women's Club of Oakland, Calif.

PROGRAM FOR DECEMBER, 1936

LUNCHEON

Thursday, December 3, Hotel Leamington, 12:15 P. M. 77¢
BUSINESS MEETING! The President wants as many committee chairmen
and members present as possible at this meeting. Do you want Pals
next year? This and other important matters to be discussed.

BAY DISTRICT MEETING

San Jose, December 5th and 6th. Hotel Sainte Claire. Rates on the
next page of the Herald. Why not plan to go?

PAST OFFICERS TEA

The Past Officers invite you to a Tea on Sunday afternoon, Dec. 6th
at the home of FAYE OTIS BUCKLEY, 863 Vermont St. at 4:00 P. M.
MRS. OSCAR M. BENNETT will present a program of dramatic readings.
Please tell Mrs. Shoolery if you are planning to attend.
Chairman: ELLA SAYLOR BROOKS

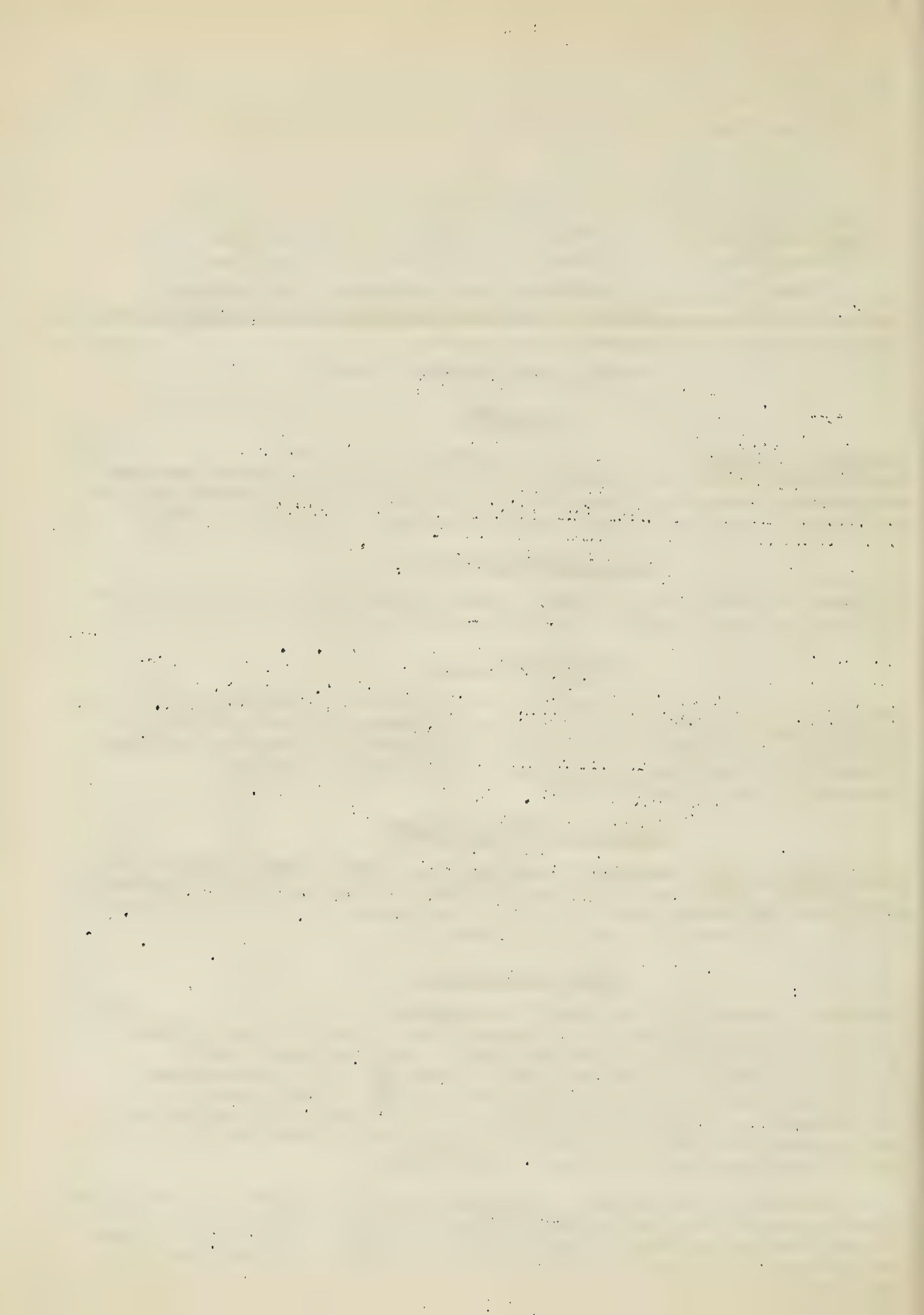
CHRISTMAS STORY TELLING

HOTEL LEAMINGTON, Thursday evening, Dec. 10th. MRS. ELINOR NICHOLS
will review books suitable for Christmas gifts and ALICE MOORE will
tell some Christmas stories. Note the change of address for this
meeting. Chairman: FLORENCE BUSSELL

CHRISTMAS DINNER

Thursday, December 17th, Hotel Leamington, 7:00 P. M. \$1.10
The A CAPELLA CHOIR of fifty voices from Technical High School
directed by MISS SYLVIA GARRISON will sing Christmas music,
including Carols. There will be a Lighted Candle Processional
and Recessional. An old English folk play, "Sainte George and
the Dragon" as traditionally given by the Mummers of England at
the present time will be presented under the direction of
Mr. Irving Sussman. Chairman: Alice Moore

To this party, be sure and bring a gift for your Pal, with your
name signed so that the secret of the Pals will be revealed. If any
of you who did not have Pals or any new members wish Pals for this
one evening, let Mrs. Shoolery know and she will see that they are
provided.



WEST COAST PRINTING CO.
471 - 4th St.

Office Forms
Catalogues, Folders
Personal and Engraved
Stationery

Telephone Higate 2658

Ask for Mrs. Cook

You don't have to be rich
to start an

ANNUITY

Ask

Lea Brunquist what a saving
of 25¢ a day will do for you.

NEW YORK LIFE INS. CO.

Res. Phone: Thornwall 1404

RATES FOR SAN JOSE

One person, including room and
three meals, \$5.00

Two persons in room, including
room and three meals, \$4.00
per person. Reservations must
be in San Jose by December 3rd
so let Mrs. Shoolery know im-
mediately if you are planning
to attend.

RADIO BROADCAST

The monthly Radio Broad-
cast arranged by the Alameda
Club over Station K R O W will
be given in December with the
cooperation of the Oakland Club.
The time is 1:45 P. M. Saturday
afternoon, December 5th and
Mrs. Shoolery will answer ques-
tions about our Student Loan
Fund which will be asked by
Mrs. Josephine Wickman of the
Alameda group.

STUDY GROUP

The study group meeting planned
for November was postponed due
to the celebration of the open-
ing of the Oakland - San Fran-
cisco Bay Bridge. The commit-
tee have decided to further post-
pone this meeting until January
when everybody will be over the
Holidays and be ready to settle
down for serious thinking.

We are glad to announce the fol-
lowing New Members.

ECKLES, MISS JESSIE E.
Office Manager
Westwood Homes Co.
Building and Real Estate
Hi. 2966
Res. 1836 Irving Ave.
Fr. 1994-W

Miss Eckles was brought back
to again be a member by Bess
Clow.

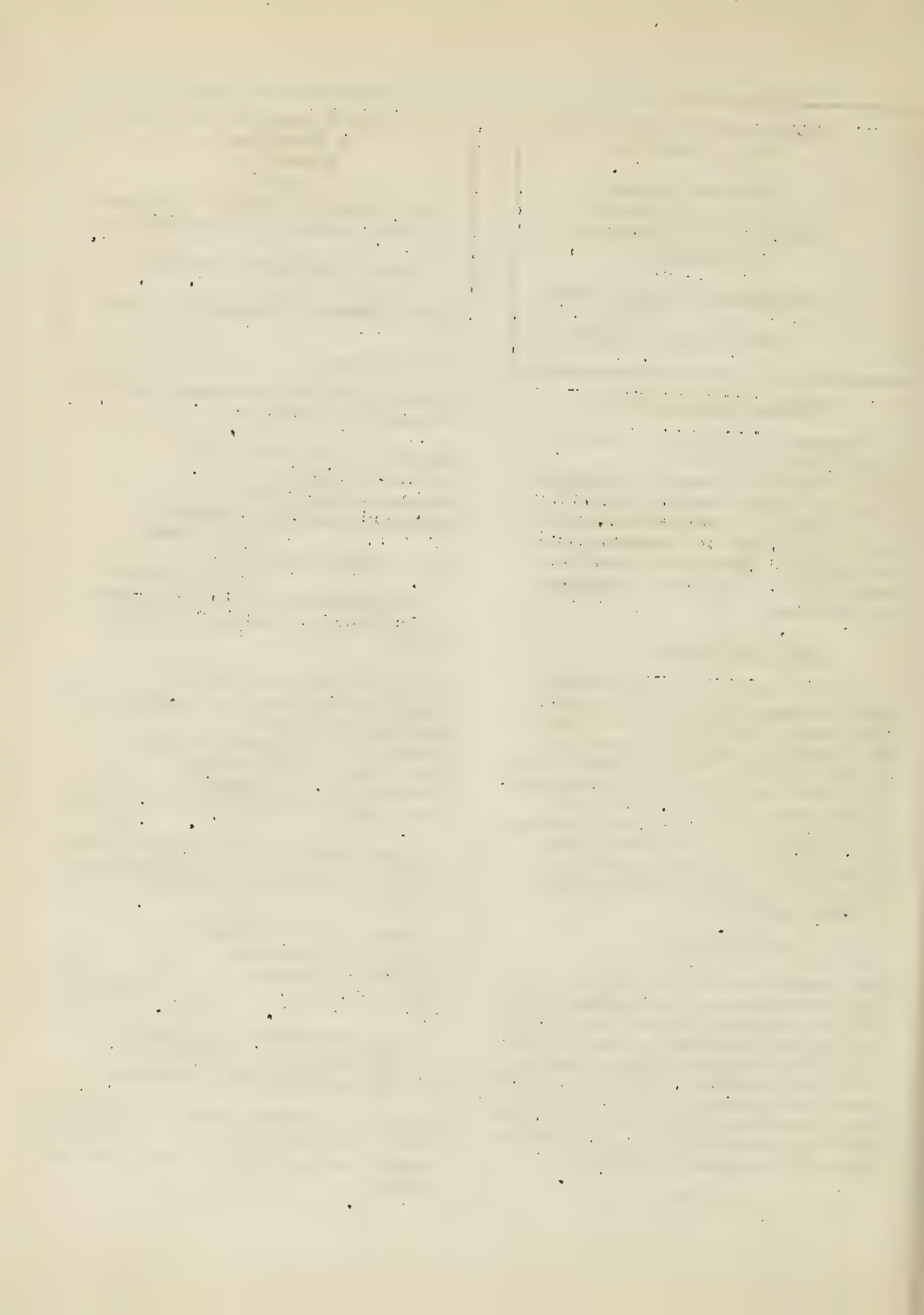
CONDY, MISS JEANETTE E.
Training Officer in charge of
Oakland Office
Vocational Rehabilitation
State Dept. Education
Central Trade School Gl. 0877
Res. 4247 Gilbert St. Pi. 0261-W

Miss Condy's application was
signed by Marie Graves, Eunice
Nunez and Elsie Beaumont.

PRATHER, MISS WILLA
Owner and Manager
Apartment House
734 - 25th St. Gl. 0092

Miss Prather's application
was brought in by Miss Anna
Lignell, Membership Chairman.

HAVE YOU SECURED YOUR NEW MEMBER
YET? We would like to have each
member bring in at least one new
member.



CLUB OFFICERS

Pres.	Jessie Scott
Vice Pres.	Lydia White
Rec. Sec.	Effie Barnes
Cor. Sec.	Delena Randall
Treasurer	DeEtte Spangler
Auditor	Elsie Beaumont

DIRECTORS

May Ratchford
Olive Cathcart
Ann Machin
Eunice Kertell Nunez
Marie Graves
Meta Mohr

Mrs. Sarah J. Shoolery
Executive Secretary Te. 0462
Office Hours 12:30 to 4:30 P.M.
Except Saturday

STUDENT LOAN FUND

To date gifts totaling \$115.00 have been contributed to the Student Loan Fund. We know some of you are still planning to turn in your envelopes and by the time for the next Herald, we should know the full amount.

May we again request that items for the Herald be sent in more promptly. We would like to have all Herald data by the 21st of each month. Program chairmen, please note.

Your First Thought for the
Last Tribute!

A L B E R T
B R O W N
U N D E R T A K I N G
C O M P A N Y

3476 P I E D M O N T A V E.

Olive M. Cathcart Pied. 0731

JAMES TAYLOR CO.

Funeral Directors

15th and Jefferson Sts.

Lakeside 8300

Mrs. Susan E. Smith

THANKSGIVING DINNER

Our Annual Thanksgiving dinner is a thing of the past, but its memory will linger with us for many days to come. More of our members were gathered together than had been for some time at one meeting, and our President did not interrupt our visiting all through the dinner, but left us to really enjoy this time of good fellowship.

After the dinner, the program was turned over to the Chairman, Matilda Wigger. Miss Aida Reeder sang appropriate Thanksgiving songs for us and was accompanied by Mrs. M. B. Hamilton. Incidentally, we are hoping these two musicians will soon be members of our club.

Blanche Stedman led our singing of "America the Beautiful" and also led us in reading in unison our beautiful "Collect" written by Mary Stuart.

Our speaker of the evening was Dr. Laurence L. Cross, pastor of the Northbrae Community Church of Berkeley. It was a joy to have as our speaker on this occasion one who constantly gives of himself to bring happiness and comfort to others both in his church and over the radio.



CROW CARBON AND RIBBON SERVICE

Something to crow about

528 - Sixteenth St.

Oakland, California

THORA BENSON Ho. 4924

HEALD COLLEGE

518 - 17th St. Hi. 0201

Day and Evening Classes
in
Accounting
and
Secretarial Subjects

"IT'S NOT EASY, BUT IT PAYS"

To acknowledge it when you are wrong.

To admit that you have made a mistake.

To take your medicine; to stand up under rebuffs or unjust criticism. This is the kind of stuff that builds big men, big women.

To keep your temper when others all about you lose theirs and go to pieces.

To keep your poise, your mental balance under trying conditions. Others will respect you more; you will respect yourself more, and you will have infinitely more influence. Nothing else quite takes the place of a superb poise in all situations in life.

-Author unknown

(copied from The Business Woman published by the San Francisco B. P. W. C.)

The Oakland Public Library have asked us to announce that they have now installed a book delivery service. The procedure is simple. Telephone Hi. 2437 or write to the Circulation Dept. Oakland Public Library, 14th & Grove Sts., telling your needs, your reading interests or your hobbies. The messenger who delivers you the books will collect 10¢ for the call, and will return to the library any books which you may have on hand for an extra 5¢.

NEW BOOK

Miss Jennie Hammond has presented the club library with a copy of her sister's book of poems, "David Remembers." Mrs. Estelle Hammond Greathead, the author, was for many years registrar at the San Jose Teachers College. She is a member of the National League of American Pen Women. We sincerely express our thanks to Miss Hammond for this lovely contribution.

PAL PERSONAL

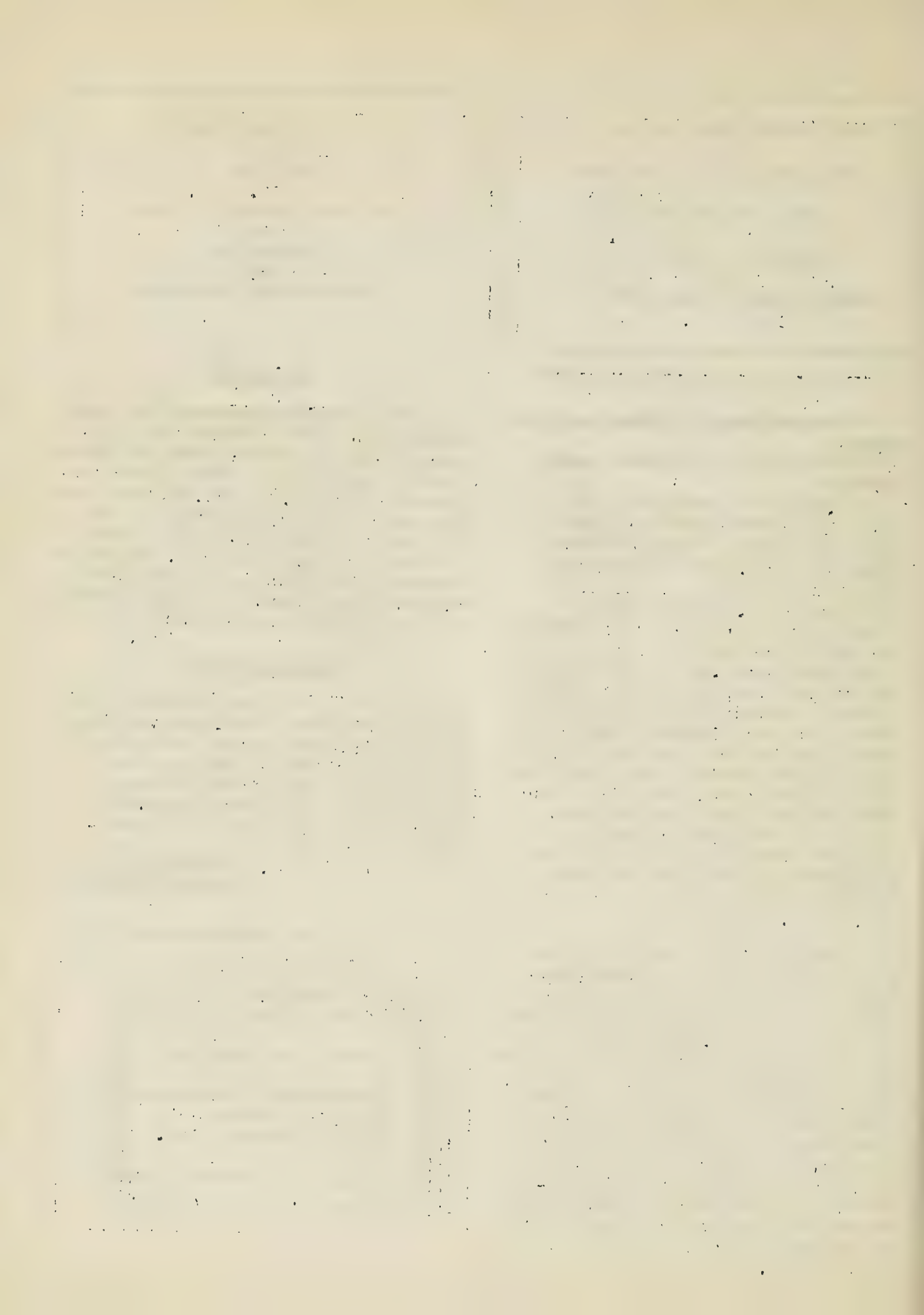
My dear Pal: I just cannot wait until Christmas to thank you for those exquisite roses that you sent when I moved into my new home in our new Court House. Many thanks for your thoughtful-neww during the year - it has meant a lot to me.

Sincerely,
Esther Goodwin

Temple-Like
Upon the Hill

Chapel of Memories
O A K L A N D
Columbarium-Crematorium
Howe and Mather Sts.
Phone Piedmont 1288

TERESINA B. MORGAN, Mgr.



AMY KIRKENDALL
accountant
3326 Grove St. Hu. 7190
Small sets of books
a speciality,
kept at home or at your office
whichever you prefer.
Tax papers filed.
Monthly statements sent out.

If in doubt about a gift
send
FLOWERS

Morse's Flower Shop
4498 Piedmont Ave. Pi. 0177
EUNICE FAY NUNEZ
owner

AMONG OURSELVES

Our congratulations are offered to Mrs. Josephine Swan White on the recognition of her ability recently shown by appointing her supervisor over a number of the music units in the Adult Education Department. Mr. and Mrs. White are enjoying a short vacation trip to Fort Bragg.

Ann Thomsen is spending her vacation in San Diego and Los Angeles.

Anna Lignell, Rhobie Irwin, and Mary Takahashi went to the Social meeting of the Berkeley Club this month and gave the "Emblem Playlet" for them that they presented for us at our Emblem dinner. Mrs. Alice Irwin also accompanied the girls to Berkeley.

ATTENTION, ROSTER OWNERS

You will not receive the new sheets with your statements this month as new refills are being made for all of you and will be ready by the first of the year when we would like to have you bring in your covers and have the new pages put in for you. In the future, there will be only one name on a page, which will simplify keeping the roster up to date.

PAL PERSONALS

Dear Pal:

Many thanks for the lovely knitting bag I recieved for my birthday. I cannot think of a more acceptable gift.

Sincerely,

Mary Johnson



Have Your Eyes
Examined Periodically

H. & M. Takahashi

514 - 18th St. Gl. 9132

MARY C. TAKAHASHI Opt. D.
in charge

FUNERAL DIRECTORS

TILLMAN W. PATTERSON
JANE E. PATTERSON

A sympathetic service
reasonable - always

620 E. 14th St. Higate 5363

CHRISTMAS CANDY! The Past Officers are again selling the delicious Matinee Mix Candy. Price 5lbs \$1.13 - 2 1/2 lbs ~~88¢~~ 67¢ Order either from Mr. Swauger, Ol. 1205 or from Mrs. Shooley. The Past Officers would appreciate your assistance in selling as much as possible.

